

Electrical Merchandising

McGraw-Hill Publishing Company, Inc.

DECEMBER, 1931

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most
startling
Washing Machine
Announcement
of all time*

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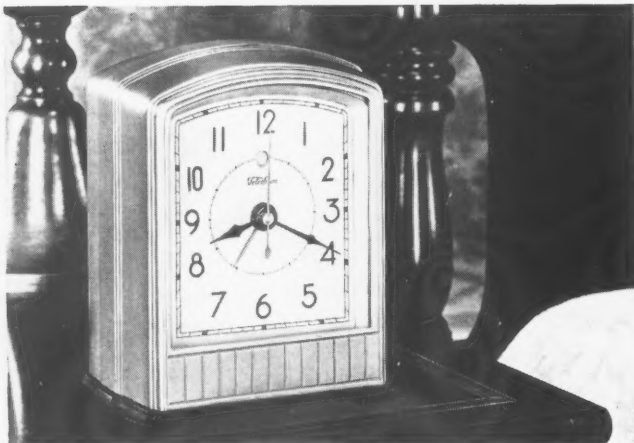
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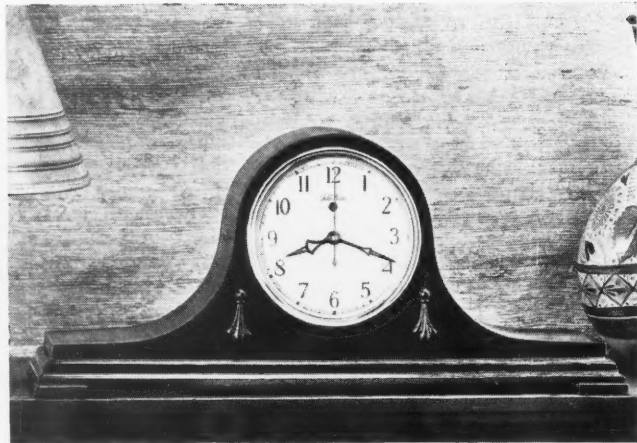


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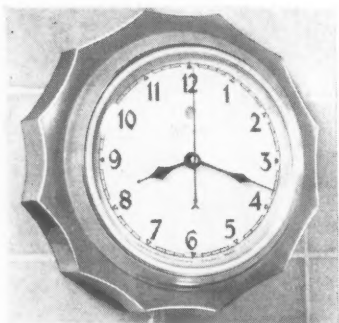
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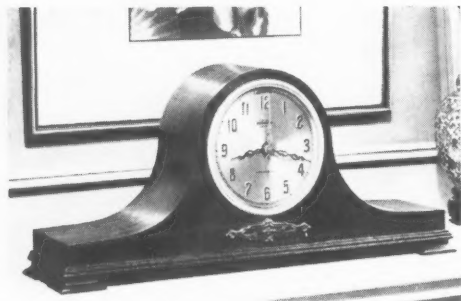
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No. R-300—LOYAL. Mahogany case. Westminster chimes. Retail, \$29.75.
No. R-500—LOYAL. Same pattern. Hour and half-hour strike. Retail, \$22.75.

Just in time to catch the Christmas crowds, the Warren Telechron Company announces two new models at amazingly low prices. Telalarm, without illuminated dial, for \$8.50! Huntington, a mahogany tambour, for the equally sensational price of \$9.95! Add to these two, Model No. 327 at a new low price of \$7.50—Revere Loyal with Westminster chimes at \$29.75, with half-hour strike at \$22.75—and you have an unbeatable quartet of sales leaders!

But you'll have to rush your orders in at once. These models at these prices, backed by the Telechron name and full-page, four-color national advertising, are pretty sure to bring an avalanche of sales.

If you want to burn out a bearing on your cash register and have a *very* Merry Christmas, clip out the convenient coupon below. Telechron will do the rest!

The Revere Clock Company, of Cincinnati, Ohio, manufactures strike and chime clocks with Telechron motors, priced up to \$650.

Telechron

Reg. U. S. Pat. Off. by Warren Telechron Co.

WARREN TELECHRON COMPANY, 112 Main Street, Ashland, Massachusetts

Tell me all about your new models and your Authorized Dealer Franchise.

Name _____

Address _____



PLYMOUTH—Honduras mahogany with lacquer finish. Louis XVI design. 68½ inches high, 13½ inches wide. Westminster chimes on symphony chime tone rods. Retail price, \$110.

Electrical Merchandising

Vol. 46

No. 6

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In This Issue—

WE would like to call attention to the fact that Frank B. Rae, Jr., returns to these pages with what will undoubtedly be hailed as one of the most constructive articles ever published on the problem of the minimum bill customer. The plan, as worked out by the Ohio Public Service Company, has done exactly what was anticipated—jacked the pay-nothing johnnies into the ranks of the self-supporting and given them, into the bargain, a superior service. But you can read the whole story—it is called "The Perfect Crime" and may be found on page 26.

Many a dealer, too, has wondered how "The Business of Rex Cole, Inc.," continues to grow, despite hard times and to surpass previous sales records in the business of selling electric refrigerators. One dealer, in the person of Laurence Wray, of the staff of *Electrical Merchandising*, asked Mr. Cole a lot of questions and now he knows the answer. The story is on page 22.

And then there was a dealer who had sold a lot of refrigerators and kept accurate books for three years. Despite the fact that margins were sufficient, and volume maintained, he found himself at the end of the year with a loss. We asked S. J. Ryan, merchandising counsellor and department store executive to bite on that one. He did. On page 36 he analyzes the dealer's figures and points out where he made mistakes. Maybe you are making the same mistakes.

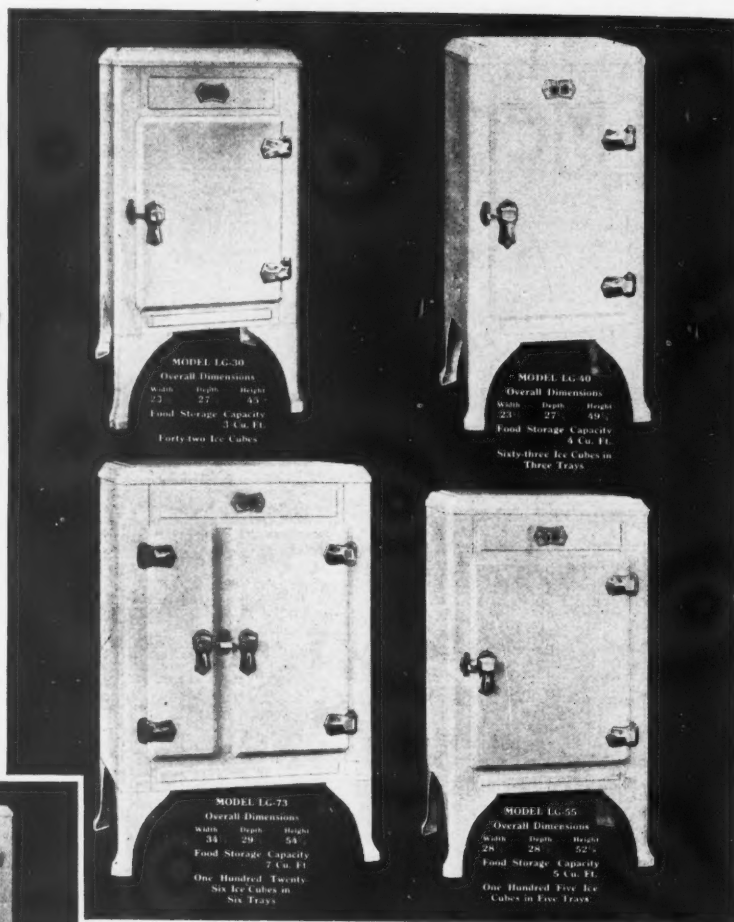
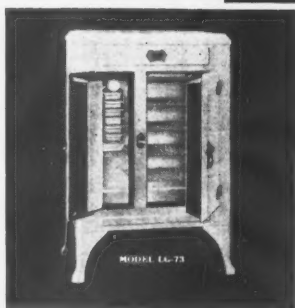
Few people would believe that appliances could help sell a house. But on page 32, J. H. Van Aernam, the leading official disciple of the complete homes electrification movement, tells a story of a house built by a speculator and sold at \$400 more than its original price, because the builder had installed a range, refrigerator, heater, clock and fan!

—It's a great business we are in!

**A
BACKGROUND
of 50 YEARS
EXPERIENCE and
OVER 3 MILLION SATISFIED
USERS**

**NOW
BRINGS TO YOU THE**

**GIBSON
Electric
REFRIGERATOR**



*An Announcement of Paramount
Importance to the Refrigerator
Distributors & Dealers of
America.*

"GIBSON," A HOUSEHOLD WORD

Fifty years of refrigeration experience is back of the Gibson Electric; fifty years of concentrated effort and achievement. The Gibson Company has grown up with the refrigeration industry. It has pioneered and developed many advanced improvements and supplied millions of homes with finer, more economical food preservation. "Gibson" is a household word in refrigeration.

TIME TESTED

Several years ago when electric refrigerators were first introduced for home use, dozens of manufacturers rushed pell-mell into production. Gibson didn't. It spent those years in careful research and development and has adopted only the proven principles of electric refrigeration. In the past six or seven years Gibson has built thousands of cabinets for some of America's largest electric refrigerator manufacturers. *Gibson's experience in cabinet construction is greater than the combined experience of all other makers.* Now, Gibson enters the electric field; enters it with the confidence and assurance that its product measures up fully to Gibson standards of perfection. You, Mr. Dealer, will find more sales features in the Gibson than in any other electric refrigerator. We can prove that statement; you can prove it, and your customers can prove it—to their complete satisfaction.

MONOUNIT REFRIGERATION

There is no waste space or awkward, cumbersome appearance caused by the Gibson refrigerating unit. The **MONOUNIT** is the simplest and most efficient on the market—compact, positive and sturdy. It is built for years and years of quiet, dependable and economical service.

The process of generating cold air is relatively simple compared to the process of controlling it *after* generating. Gibson's years of experience—designing, testing and proving—have centered around that single most important thing in electric refrigeration—the *cabinet itself!* The cold air in a Gibson is harnessed completely; controlled and directed to give the greatest efficiency and economy.

GIBSON DEALER COOPERATION

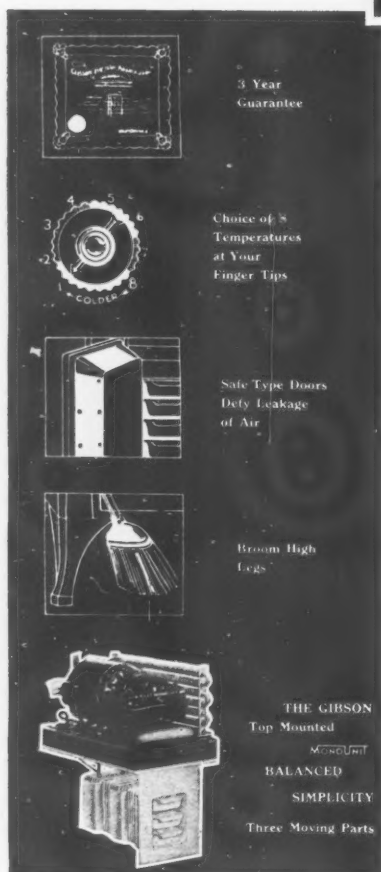
A national advertising schedule has been formulated and the Gibson Electric will soon be introduced to the consumers in a powerful, effective campaign. Prepare for this sales response. There are models for every type of home and Gibson offers to its distributors and dealers what is believed to be the most unique, resultful and comprehensive sales plan ever devised.

Stock now. Immediate delivery can be made and there is generous dealer profit.

GIBSON ELECTRIC REFRIGERATOR CORPORATION
GREENVILLE MICHIGAN

NOTICE TO DISTRIBUTORS AND DEALERS

Territories are being rapidly closed. Wire at our expense for complete details.



DECEMBER, 1931

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT,
Editor

Now for a MILLION Ranges

NATIONAL organization will sell 1,000,000 refrigerators this year. National organization now plans to sell a million electric ranges in the next three years.

The three-year program on selling electric cookery which has been quietly developing since spring in the range section of N.E.M.A. now through the action of the Electric Range Committee of the Commercial Section, N.E.L.A. on November 19, is about to be put into effect.

The program, calling for the cooperation of the entire electrical industry, aims to raise a fund of \$3,600,000 to be used in national advertising. Range manufacturers own advertising involves a further planned expenditure of some \$8,400,000. This is important money. The investment, however, is more than justified when it is realized that the total business confidently expected to be created under the activity (a million ranges) will total \$500,000,000. This total market is more than the sale of ranges themselves, more even than the revenue which their use will create for the utilities: every range installed entails additional house wiring, larger entrance switch, heavier service, greater meter capacity, heavier service drops, larger transformer, more secondaries, and eventually added capacity back through the primary, sub-station, transmission line and generating station.

DUE to the character of the range as a pioneer project and the necessity for expensive local educational work, the range has been primarily central station merchandise; now it passes on to the next phase of market development. In many districts the range is already merchandise with which the dealer is actively concerned. This is the vital part of the program—this extension of distribution through dealers. Its success requires the cooperation of the utility no less than the activity of the manufacturer.

The reason for the slow development of the electric range market has been the educational job necessary. Women do not yet know the story on electric ranges. The job of telling them is to be undertaken in the three-year program, and it is gratifying that this program is based on a national advertising promotion and does not, as in the past, rely wholly upon the uncoordinated activities of local utilities.

Critics of the present plan have pointed out that national advertising on the electric range involves a considerable waste, only some 60 per cent of domestic cus-

tomers are on systems with rate structures encouraging their use. This is true. On the other hand, range merchandising for twenty years has demonstrated that local retail advertising and local educational effort by retailers (in this instance by utilities) cannot create a national acceptance and a general market. To create national acceptance is a national job, and the responsibility of the manufacturer. It would be unjust to criticise range manufacturers for not having assumed this responsibility and undertaken this national education before. Many and complex factors have influenced electric range marketing. But a beginning has to be made, and the present program provides the opportunity. Furthermore, the utilities, distributors, dealers and contractors must all get together in a common effort.

THE utilities, in the long run, are the great gainers from the sale of electric ranges; it is therefore up to the utilities to pursue such policies in relation to the electric range that dealer sales will be encouraged. Because only by the greatest encouragement of dealer sales can manufacturers find distribution adequate enough to justify expensive national promotion.

The way to insure dealer support is to pay the dealer for his efforts. This can only be done by a wider operating margin than retailers have been given in the past. This operating margin must not only be in per cent from the list price, but the list price must be high enough so that the operating margin shall be sufficient in dollars.

We have written before of the importance of price in its relation to dealer selling and its relation to any promotional program on ranges. It must not be forgotten that price on any product is based not only on the cost of producing goods, it must also include the cost of selling and advertising them. In the past, the price of ranges has not always even included the full cost of distribution and has made little or no allowance for advertising. If the range program is to succeed, prices must include the full cost of distribution with a profit to manufacturer, retailer and distributor. Therefore, the utility which exerts pressure for lower prices or which cuts prices on ranges, is injuring the market for its local dealers and working directly against the progress of the industry as a whole.



EDITOR.

This Business of Rex

REX COLE, who was born fifty years ago in Port Huron, Michigan, began his career in the electrical industry as a linesman at the age of sixteen. That he was a good one and that he still retains his skill as a trouble shooter, he proved only as recently as 1926 when, though head of the Miller Lamp Company, he helped Owen D. Young wire the latter's birthplace—the antique town of Van Hornesville, N. Y., for Christmas. At the age of 25 he found himself in Canada, a lighting fixture broker. A chance contract on fixtures for the Union Station in Winnipeg brought him to New York, where the company which was to supply the fixtures retained him as a sales representative. His energy, ingenuity and restlessness would not permit him to remain long in one place. Just after the War he had developed a new lamp, the Duplexalite, which would give both direct and indirect lighting. Out of that single achievement came the organization of the Miller Lamp Company, a subsidiary of the General Electric Company. Rex Cole was its president.

Five years ago when the General Electric Company brought out their electrical refrigerator, Rex Cole was asked to assume the responsibility of the New York distribution, and the story of the business he built up is almost as well known in the electrical industry as the man himself.

The firm of Rex Cole, Inc., embracing some 15 branch offices, employing more than 1,000 people and doing about \$15,000,000 business annually, is undoubtedly one of the foremost refrigeration wholesale and retail businesses in the United States.

Of the methods employed by Rex Cole, Inc., with reference specifically to the retail end of the business, only one thing need be said: that they embrace the best available thought on the retail sale of a specialty device. Further—and this may be taken as axiomatic—that regardless of the product or the selling conditions prevalent in the market, *they are the only methods that have sold and will continue to sell household electrical specialties in any quantities.*

In order, then, that John Dealer, with a washer, an ironer, a range or a refrigerator to sell might inquire into the whys and wherefores, Mr. Rex Cole consented to sit still for a full fifteen minutes and let the writer, as a substitute for Mr. Dealer, ask him a variety of questions, some pertinent and some impertinent, as to just what these methods were.

—An Inquiry, via the Question and Dealer Finds Out What Makes a

John Dealer: I have been wanting for some time to ask you these questions Mr. Cole, and it is good of you to give me the time. It is difficult, as you perhaps know, to get any definite and valuable information on running a retail business dealing in specialties. I read articles in business magazines occasionally and listen to speeches at the Rotary club meetings, but although those fellows seem to know what they are talking about, I don't seem to be able to get hold of anything that I can apply to my own business. And business certainly is terrible. Don't you find it so? People don't seem to be buying any more.

Rex Cole: (smiling) Business could be a little better.

John Dealer: Well, it's got so I don't know what to do. I have cut my outside salesmen from eight to three; I have got my inventories down so that I have to send out for a machine when an order comes in, I have stopped advertising altogether and I've even cut my own salary. But business doesn't seem to get any better. I still have a nice looking store but people don't seem to come in. You don't seem to have suffered much in this depression and you ought to know the answer. How do you bring 'em in?

Rex Cole: We don't bring them in—we go out and get them.

John Dealer: You mean you depend on outside selling entirely?

Rex Cole: Not entirely. But we know from past experience, in good times or bad that 65 per cent of our retail business should come from canvassing. If we fall below that figure on final tabulations of new business we know that either the salesman's territory is too large, that it is not being properly worked or that the company is inefficient. In other words, when less than 65 per cent of sales comes from the salesman's individual house-to-house work we feel that we are getting by on either a demand for our product created through advertising or on leads that would naturally accrue. Do I make myself clear?

John Dealer: Yes, I see what you mean. I never thought of looking at canvassing in just that way. But I still don't see how you get that percentage of your volume from outside selling. I have only had a lot of grief with outside salesmen. They work when they feel like it and I have never yet found any way of checking up on just what amount of business they should bring in. As far as I am concerned I will take a chance on the store and hope that any additional business the salesmen may drum up will compensate for the trouble and expense of hiring and firing them.

Rex Cole: That is just one of your troubles. In a business of this kind where you have to convince people

Cole *inc.*

*Answer Method, in Which Mr. John
Successful Merchandising Operation*

By
Laurence
Wray

Designed by famous architect Raymond Hood, the Flushing, New York branch of Rex Cole, Inc., is a dignified replica of company's product. "Handsome show-rooms," says Rex Cole, "help to identify the salesman to the customer."



REX COLE
*President, Rex Cole, Inc.
New York City*



to buy something which costs considerable money and which they might conceivably get along without it is only through persistent and intelligent salesmen, with a sense of responsibility and security about the work they are doing, that you get the results you are looking for.

John Dealer: But where are you going to find these men and when you have found them how are you going to know how much business they should bring in? I have advertised for men but when they find out that the job is pushing door-bells they say, "Thank you," and make a bee-line for the door. Sometimes they don't even say "Thank you."

Rex Cole: The problem of finding good men is not a difficult one. The important thing is to know how to direct them when you have got them. As soon as a man realizes that he is under an intelligent leadership, that an interest is taken in his work, and that his rewards are limited only to the amount of time and effort he puts into his work, the problem of keeping them solves itself. What you first must concern yourself with is the system under which they will work to encourage and develop their efforts.

John Dealer: What kind of system do you use? How

do you know what percentage of total sales an outside man should be responsible for?

Rex Cole: There is no reason why that question should present any difficulties. In the aggregate it may look very impressive and not a little complicated. Actually it is a simple and common sense approach to the problem.

John Dealer: Shoot.

Rex Cole: The structure of any retail business of this kind should and must be based on quotas. We, that is Rex Cole, Inc., are given a yearly quota by the manufacturer. This quota is broken down to monthly figures and given to the Retail Sales Manager on the first of every month. He, in turn, breaks down the monthly figures among his Sales Directors of whom there are ten—one for each branch office of the company. The quotas are not evenly distributed, of course, they are proportioned or pro-rated to the branches. The figures on the branch's quota are arrived at in four different ways: (1) Sales made per branch for last year (2) Individual branch percentage of total volume (3) Volume of sales for past two months, and (4) Volume for past month. These figures added together and then divided gives us a working estimate of what business we should naturally expect from each of the nine branches. Simple enough, you see, when you analyze it. When the sales director of each branch receives the monthly quota figure, worked out for him, it is again a simple matter for him to prorate the branch quota among his salesmen. Here again, he must take into consideration the business potentiality of each salesman's territory, which he should know, of course, from past records.

John Dealer: Hmm. How many salesmen work out of each branch?

Rex Cole: About fifteen regular men and anywhere from nine to twelve junior salesmen, according to the branch's quota.

John Dealer: (whistling) You mean you have over 150 men out canvassing most of the time? How the devil do you keep track of them? With eight men out I was pretty nearly in the nut-house trying to keep them from stepping on each other's toes or lying down on the job.

Rex Cole: The trouble may have been in the fact that you did not sufficiently direct their activities. It is the rare salesman who is able to do his own planning as well as his own selling. We have found that by having the salesman's day organized for him and keeping a continual check on his activity, that there is little difficulty in seeing that he keeps up the important part of his job which is making a stipulated number of calls each day.

John Dealer: How many prospects does each salesman have?

Rex Cole: Well, there again it is a simple matter of breaking down the figures. We estimate the number of wired homes in the territory of each branch and then divide them up among the fifteen regular salesmen. It works out to about 2,500 wired homes per man.

John Dealer: And about how many calls a day does the average salesman make? That is, calls on new prospects?

Rex Cole: That's an interesting question and one that has a direct bearing on the results to be gotten from canvassing. We have found that a man to be really productive should make an average of 23 new contacts a day. The big producers in the retail division average higher—40 to 60 calls a day. But any good salesman who conscientiously makes the 23 calls a day will sell from 12

to 18 refrigerators a month. Some will even go as high as 30. It's the old story about the law of averages all over again.

John Dealer: Yeah, I know it's important to make a lot of calls but I don't see how any salesman can make an effectual presentation of his story if he has to jump from door to door in order to get in the requisite number of calls.

Rex Cole: Well, we wouldn't expect them to do just that, of course. But there is a point there that I had better clear up. When the men make their calls—most of them in the morning, by the way, between 9:30 and 1:30—they are not expected to give a complete selling talk and get the woman to sign on the dotted line. Only a fractional percentage of sales are ever made on the first call. The salesman has one important job to perform—to endeavor to make an appointment in the evening when husband and wife are both at home. If he finds out that the housewife would like to own a refrigerator, which is usually the case, but is prevented by difficulties about payment, he registers her name indicating whether she may be a prospect within 60 or 90 days. In five out of 12 calls, however, we find that the salesman can make an appointment for some evening that week.

John Dealer: How does it work out in results?

Rex Cole: Well, you can figure it out for yourself. If each branch has 15 salesmen, each salesman fills in twenty-three names, ten branches make 3,450 names. 3,450 people receive a piece of sales literature daily, and 3,450 calls are made daily. In a month's time that means that about 80,000 homes receive sales literature and 80,000 calls are made by 150 men. If five appointments for night calls are made out of every twelve morning calls and one sale made for every three night appointments, it is not hard to see that a continuing and impressive volume can be the only answer.

John Dealer: My God! I'm dizzy. I had this outside selling business all wrong. Tell me this, if your salesmen are instructed to make only contacts on their morning calls and to endeavor to close the sale through an evening appointment, what percentage of those he registers as future prospects does he finally close? In other words, does he build for future business by piling up prospects that he expects to close later?

Rex Cole: That's another interesting question. It is one, too, that we didn't have any definite data on until recently when a survey covering seven months sales to registered prospects, was made by our retail sales manager, Mr. Paul Hichborn. What we actually discovered was that 6 per cent of our entire retail sales were unregistered. This was a good deal of a revelation to us in view of the fact that every man is entitled to register a maximum of 500 prospects. It meant that 65 per cent of our sales—a good majority—were "quick sales, closed on a first or second call back. Among the registered prospects, which you might call the cream of the prospect list, 25 per cent were closed within a month and the remaining 10 per cent were registered anywhere from two months to a year.

John Dealer: That's interesting. Your business seems to run on set percentage figures. You say that 65 per cent of your entire retail volume comes from systematic house-to-house work and that of this outside business 65 per cent is closed by the salesmen on first and second call. Anyway, I'm not through with you yet. I'm as thirsty for information as three old ladies at a tea-party. From the things I've found out already I'm beginning

(Please turn to page 40)

Dealer Cooperation Bureau Sells

400 IRONERS *in 4 Weeks*

A GROUP of electrical men who believe in the merchandising possibilities of the electric ironing machine were gathered together in a committee room at a commercial conclave of the Pacific Coast Electrical Association. The opinion was expressed that, given a cooperative effort behind it, the ironer was capable of becoming the next great opportunity of the electrical industry. They determined to try out an experiment on a small scale.

The four-week cooperative ironer campaign recently staged from August 17 to September 19 in Alameda County, California, was the practical outcome of this discussion. Five manufacturers, the power company, and some 50 dealers in the 13 communities took part. They formed what was known as the "Electric Ironing Machine Bureau" with the avowed purpose of interesting the public in electric ironing. The manufacturers, distributors and the power company financed the campaign with a fund of \$3,000, while dealers cooperated by featuring ironers, permitting demonstrations in their stores, sending out letters to customers, following up prospects, and by purchasing the towels which were given away as premiums as part of the program of interesting women. Some of the larger retail outlets staged electric shows and individual ironer advertising was most generous throughout on the part of all concerned.

No quota had been set for the drive, but it was informally hoped that as many as 400 ironers might be sold. No previous month in the Alameda district had shown more than 127 units disposed of through all retail outlets. The records justified all anticipations. The 50 cooperating dealers sold 405 units in four weeks. Over 2,800 women tried out the ironer and 1,500 prospects were developed, many of whom will later become purchasers. The power company reports 567 kw. in load added to their lines.

THE manufacturers cooperating in the program were: the Apex Electrical Mfg. Company, Cleveland, through its Oakland factory, the Johnson Washer Co.; Fred Biven, Conlon Mfg. Company representative; Meadows Mfg. Company, through its factory branch in San Francisco; Thor Pacific Co., West Coast subsidiary of Electric Utilities Corp., manufacturer of Thor products; and the San Francisco factory branch of the Syracuse Washing Machine Corp., makers of the "Easy." F. S. Fenton, Jr., acted as chairman of the Bureau.

The drive was started by newspaper announcements and by sending out a broadside of 35,000 folders to customers of the Pacific Gas & Electric Company. Ironer display cards were furnished dealers for their windows and they were also given announcement letters to send to customers, calling attention to the virtues of the electric

ironing machine and the display of ironers in their own store. A demonstrator was employed to assist dealers during three weeks of the period. Fifty thousand folders with dealer imprints were provided for store or direct by mail distribution. In addition a large number of hand towels of a well known brand were purchased to be given as premiums to every woman who should try out an ironing machine herself either in the dealer's store or in the power company offices.

THE Pacific Gas & Electric Company itself does not merchandise ironing machines and does not contemplate doing so, but for the period of this campaign a display of ironers was maintained in the local offices and clerks and demonstrators were on hand to assist any woman wishing to try out the machine. Names of prospects were distributed impartially among the various cooperating manufacturers. Because the power company did not itself sell ironers, towels were furnished them free of charge for distribution to housewives who operated the machine in power company offices. The dealers, who received a direct return in the sale of the machine, paid for the towels at cost. In addition, the power company turned over the offices formerly occupied by the Great Western Power Company to an exposition of ironers. Here each manufacturer had his own display with his own salesmen in attendance. A bonus of \$1.50 was allowed power company employees who furnished the names of prospects to whom ironers were later sold by dealers.

An electric show was sponsored by one of the Oakland newspapers during the period of the drive, at which the Ironing Bureau financed a booth. One of the department stores held a show of its own. This was the occasion for an advertising spread which featured electric ironers. All advertising by the Bureau bore the imprint of the seal which had been made its insignia. "Effortless Ironing" was the slogan used throughout. Both shows attracted a satisfying attendance, the visitors at the department store exhibit being reported as 75,000 for the week.

It was felt that the most important thing to accomplish in interesting the public in ironers was to secure an actual trial of the machine by the woman herself. The towel premium awarded to any woman who ironed some one garment on a demonstration machine was the scheme by which it was hoped that this might be accomplished. The results were markedly successful, over 236 dozen towels being distributed during the first two weeks of the campaign. The housewife signed a receipt on accepting the towel giving her name and address, thus mechanically adding her name to the prospect list for later attention and possible sale.

The Perfect Crime



H. L. FOSTER
*Sandusky salesman, sold 26
units in a single day*

JUSTIN T. ROGERS
*new business manager, San-
dusky Division, Ohio Public
Service, gets credit for the
idea*

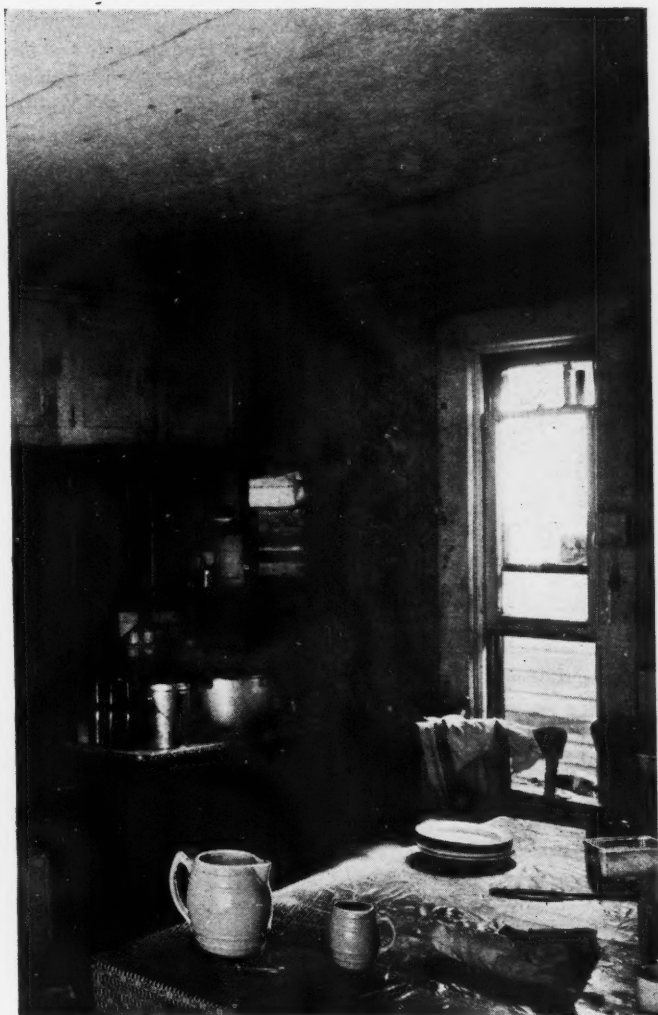


A minimum bill customer's home. You can't sell

THE Ohio Public Service Company, having 68,264 residential customers on its lines, carries about 25 per cent of them at a loss. According to their figures, the average residence customer gives the company an even break—that is to say, this average customer pays the cost of generation, distribution, clerical expense, sales expense, taxes, depreciation, and six per cent return upon the money invested in equipment necessary to serve him. But every fourth customer is $16\frac{2}{3}$ per cent below the average—in other words he pays only $83\frac{1}{3}$ per cent of the actual cost of the service he receives. Thus three customers each pay about $5\frac{1}{2}$ per cent more than their share in order that this fourth customer may have service for $16\frac{2}{3}$ per cent less than he should.

You may snap to the conclusion that this isn't so bad, but consider: The $16\frac{2}{3}$ per cent amounts to twice as much as it costs to generate the electric power used by the average customer—it amounts to twice as much as the pro rata of taxes which must be paid by the average customer—it amounts to considerably more than twice the combined meter reading, bookkeeping and billing expense of the average customer. I emphasize the parasitical characteristics of the minimum bill customer because he has a very definite effect upon the whole problem of utility merchandising.

Above is the interior of a minimum bill customer's home—this chap who pays $16\frac{2}{3}$ per cent less than his service cost. Examine the picture carefully and then ask yourself what do you think you can sell to such a customer?—what electrical appliance can you induce him to buy which will increase his current consumption sufficiently to bring his bill up to the average? Will the hardware man sell him a percolator?—the electrical dealer sell him a waffle iron?—the department store



him anything electric—but look at that kitchen unit!

sell him a toaster? Or anybody sell him a cleaner?

You know the answer as well as I do: the only man in the electrical appliance trade who can afford even to approach such a seemingly hopeless situation is the utility man, and the utility man must approach him with a proposition which would spell ruination to any independent dealer.

This customer the utility is compelled by law to serve. His minimum bill is established at a below-cost figure by the state rate-making authority: it represents a loss, a burden upon the shoulders of every other user of electricity.

I ask you to remember this when you feel yourself beginning to get too torridly steamed up about appliance sales prohibition as the cure for utility merchandising abuses. Such abuses, where they exist, should be curbed of course. But don't think of it wholly as an ethical problem, nor wholly as a cash register problem, nor wholly in terms of major appliance sales. Think of it, for a moment, in terms of the minimum bill customer, keeping in mind that he costs the light company something like 50 per cent more than their total appliance sales expense and merchandising losses combined.

T. O. Kennedy, general manager of The Ohio Public Service Company and present chairman of the commercial section of the National Electric Light Association—the man, by the way, to whose initiative the kitchen light development of a few years ago must be very largely credited—recently sicced his commercial department onto this minimum bill customer. Some equipment must be

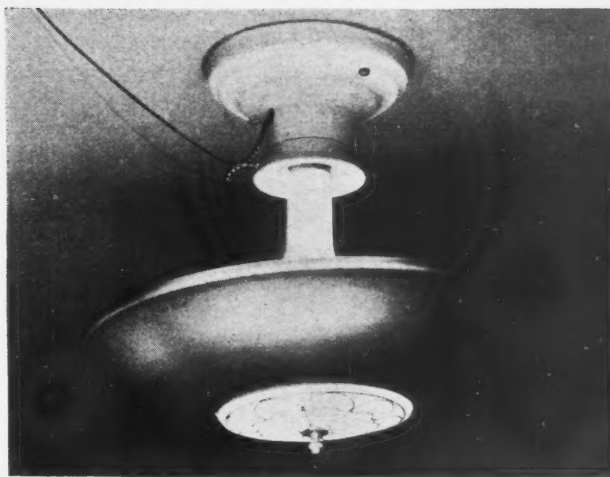
Some Folks Say That It's A Crime For Utilities To Sell Merchandise



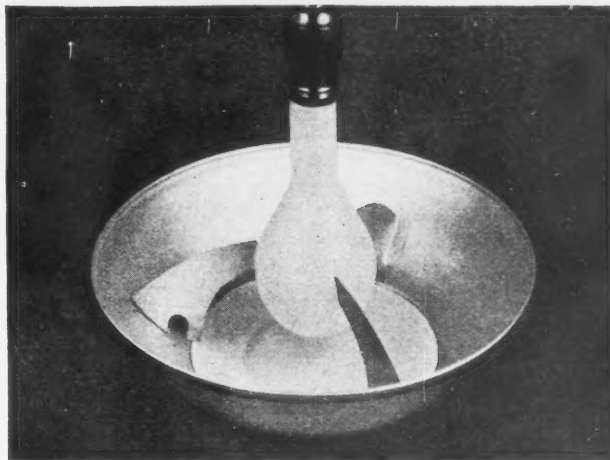
If That Be True, Then Here Is The Story Of THE PERFECT CRIME

By

Frank B. Rae, Jr.



The unit itself is just a shallow metal pan; no installation, no wiring, it merely—



—hangs, by three metal fins, on a 150-watt bulb!



In four weeks Sandusky salesmen placed 700 of these lighting units in homes of almost half their minimum bill customers. (Above) A living room installation

found or fabricated, some sales plan or method evolved, by means of which these recipients of electrical charity could be hoisted to a self-supporting basis.

The organization gnawed on that one for quite a while. Finally Justin Rogers, commercial manager at the company's Sandusky property, got the glimmer of an idea, and in co-operation with an ingenious designer he worked the idea into practical form.

The pictures tell the story. Roger's solution of the problem, as you see, is a lighting unit, a shallow metal pan shaped somewhat like those good old tin hats we wore in the A.E.F. Within it are spot welded three metal wings so shaped and positioned that they support the pan upon the bulb of a 150-watt PS-25 lamp—and on no lamp of lesser wattage.

At this point my readers of anti-utility leanings will rise up in wrath. "So that's the coon in the kindling, eh? Just a lousey scheme to gyp poor and ignorant customers out of a lot of additional wattage. There ought to be a law."

Wrong again, Reginald. To be sure the device was designed primarily to increase current consumption, to make these minimum bill customers self-supporting and not allow them longer to panhandle their services off of the great mass of average customers. But as to this being merely a contraption to speed the meter and to hell with the customer, that is far, far from truth.

For by some strange legerdemain of illuminating engineering this unit turned out to be a really fine piece of lighting equipment. It spreads foot-candles over the ceiling as evenly as a spray gun spreads duco. The resultant illumination is practically shadowless. There is no observable cut-off. In selling the Rogers light, O.P.S. is not selling inefficiency, is not encouraging waste, but on the contrary is making a truly astonishing improvement in the customers' lighting, an improvement which so far outweighs the penny-a-day expenditure for current that more than 98 per cent of the units so far placed on trial have been retained.

Since it was devised primarily for sale in homes of the class shown in the pictures, price was the all-important consideration. Obviously, the unit is cheap. A light metal pan, three light metal wings to support it, a small piece of glass—that's all. Complete with the 150-watt bulb it costs the utility 89 cents.

But this is only a part of its cheapness, the big saving lies in the fact that there is no installation cost and no inspection fee. The salesman goes in, screws his bulb into whatever pendant socket may be handy, hangs the pan on the bulb, and the installation is complete. He does not have to say, "We will send an electrician to take down your old fixture and install this one some time next week—price one dollar or more." He does not have to explain that a code inspector must be summoned whose fee (in Sandusky) is 75 cents and who in making his inspection may, and in most homes of this type almost surely will, condemn the whole wiring job. He has only to screw the lamp into a socket, hang the reflector on the bulb, and beat it. In the minimum bill type of home he finds mostly ceiling rosettes, drop cords and cheap chain pendants. The salesman simply ties up the cord or chain so that the socket hangs

reasonably close to the ceiling, sticks on the unit, and lets it go at that. In one case a combination gas-electric fixture was found—the sort with the socket at a 45° angle. The salesman took a chance, screwed his bulb into this angle socket, and hung the pan horizontally. The customer thought it swell.

To Justin Rogers, inventor of the unit and commercial manager in Sandusky, was given the responsibility of the trial campaign to see whether or not it would sell—and stay sold. The results are epic.

Sandusky has 6,255 residence customers of whom just about 1,500 pay minimum bills. There are ten sales representatives, but in this activity only one could be assigned to the job full time. There was a Community Chest drive on in the town and all hands had to do their bit



The same unit as it appears in the more chaste surroundings of the Sandusky Division's model kitchen. Better class homes have been demanding the unit

on that, and for several days they were held up for lack of lamps or reflectors. Nevertheless, with these interruptions, Rogers' organization in four weeks sold 694 units to minimum bill customers—a batting average of better than 46%.

I suggest to utility men that they figure that one out. Each unit represents not less than 100 watts increase in connected load and this load is active, conservatively, two hours a day, 250 days a year. The 694 units, therefore, represent 35,000 kwh. annual increase in current consumption.

The proposition to the customer is absurdly simple. The salesman, I have said, makes a demonstration by actually installing the unit. No money down. If the customer wants the unit taken out within thirty days the company calls for it; otherwise it is billed with the current at 25 cents a month. Total cost, one dollar.

Six hundred and ninety-four went in in less than four working weeks: 11 were ordered out. I asked what effect was expected when the bills showing the increased current consumption should be received. "We may get orders to take out 25 or so," replied Rogers. "So far about half the purchasers have received bills carrying two weeks' use of the new units. None of the 11 ordered out can be traced to this cause."

The only full time salesman on the job placed 273 units in 15 working days. That is 18 a day. On his biggest day he placed 26, thereby adding \$65.00 to the company's annual revenue. As nearly as can be estimated, the rate of sales was 8 units per man per day for all the men actually engaged, but as previously stated, the men sandwiched these calls in with other necessary work.

Those of our readers who are not concerned with the utility phases of this activity may ask what this all means to them. Several things.

Although the unit was designed, and has so far been sold, simply as a means to jack up minimum bill customers to a self-supporting basis, Mr. Kennedy of O.P.S. did not start without first giving solid thought to its effect upon the trade.

First, as to its effect upon the fixture dealer. In the town where the experimental campaign was conducted they had been selling kitchen units for five or six years. Presumably every residence light user had been canvassed not once but several times. Those who paid minimum bills would not buy kitchen units at any price or on any terms and so in selling them something cheaper O.P.S. did not invade a market. No market existed.

Next, as to its effect upon the contractor. Obviously there is no place in the picture for the installer, but Mr. Rogers decided after he had sold the unit from door to door himself, that if the contractor's representative should gain entrance to the home as the salesman of this type of unit he would dig up many small jobs of wiring. This proved true. He offered the two local contractors the same commission for selling and he paid his own men: one of them, spending no particular time or effort on the proposition, sold 38 units and incidentally secured a little more than \$100 worth of wiring.

Next comes a look into the future. The unit, remember, was originally designed simply as a solution of the very serious problem of the minimum bill customer.



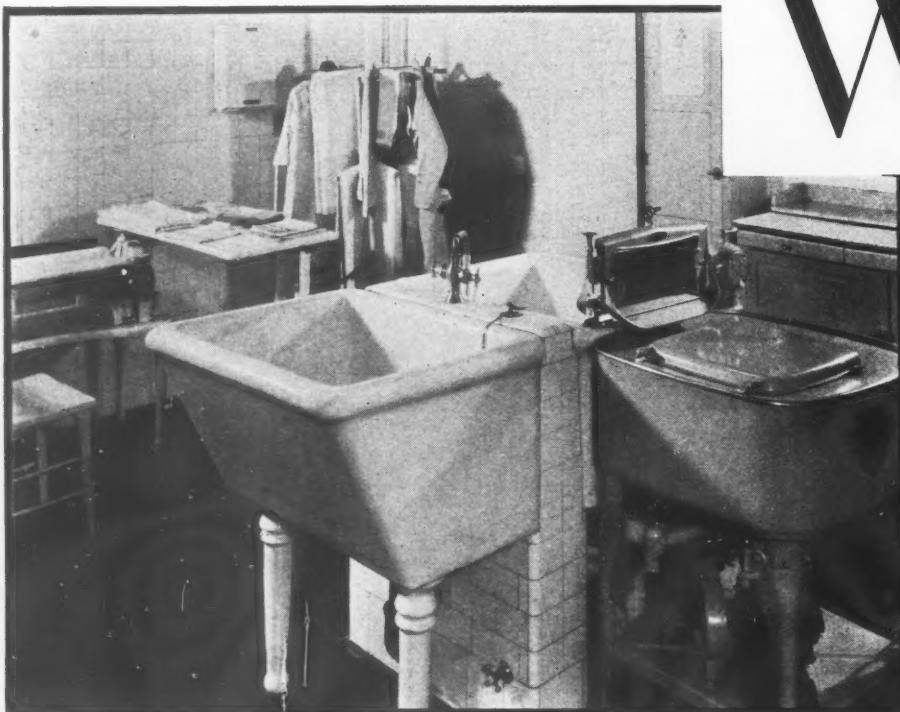
Another kitchen of the average minimum use customer. They have no cleaner, washer, heating appliances or refrigerator. But they admire and buy the kitchen lighting unit

So far it has not been sold to any others. There has been no advertising; there has been no display except one unit hung in the company's model kitchen. Nevertheless, the news has leaked out. Because the lighting result is so attractive, other than minimum bill customers want them. One purchaser, for example, sent in the names of three friends who wanted to throw out old fixtures and install these units; a man building a new home wanted to equip it throughout with them. To meet this situation a more elaborate unit is being designed which is adaptable to better class homes, and these will be offered at a price which will carry a generous merchandising margin so that the whole trade can sell them as, where and if the public will buy. This makes it just another item of merchandise—out with the old, in with the new—and a profit for all concerned.

But the chief thing about the development is its almost inevitable effect upon the minimum bill customers. These parasites now cost the average lighting customer—including you and me—not less than \$1.75 a year, which amounts to a staggering total when you multiply it by the 20,000,000 residence lighting customers in this country. With this burden removed, or rather, with this burden shifted to the shoulders which should carry it, rate adjustments can and will be made to more rapidly promote the sale of appliances such as ranges, water heaters, air conditioners and the other big-profit items.

I STARTED off by saying that some folk claim it is a crime for utilities to sell merchandise. If that is so, then this campaign is the perfect crime.

But I do not concede that utility merchandising is a crime. Independent dealers could not possibly initiate such an activity as this. They could not give the time, they could not bring the needed engineering brains to the invention and development of the equipment. They could not search out the minimum bill customers. They could not afford to make a proposition which would induce such customers to buy. And so the minimum bill customers would keep on being minimum bill customers—a \$25,000,000 burden on the rate structure of the country—a tax which reduces by just that much the average light user's buying power. The removal of this burden, the wiping out of this tax, is strictly a utility job; the kind of job that justifies utility merchandising.



Delineator Institute

Which

*The customer's
formance has led
ing machine*

A summary

By Florence

WITH 200 or more models of electric washer on the market and the varying advantages claimed for each of these washers, it is small wonder that the housewife is bewildered when she attempts to select a washer that will best fill her family's needs.

Of distinct help in overcoming the chaos that exists in the customer's mind on the matter of washer performance is a set of washer standards on which the purchaser can base her selection. An excellent yardstick for washer selection has been drawn up by the Manufacturers' Committee, a Sub-Committee of the Home Service Committee of the Woman's Committee, N.E.L.A., for its washer bulletin.

The factors given as influencing the selection of the washer are put into the following questionnaire form:

1. Where will the washer be used? 2. Draining facilities? 3. Extent of use of the washer? 4. Number in family? 5. Type of clothes? 6. Water supply? 7. Kind of water? 8. Built-in laundry tubs? 9. Financial condition of purchaser?

In guiding the customer to the best possible washer selection, the salesman or woman must be the "physician" as it were, and diagnose the customer's needs. A model of washer that is ideal for one family might be an unwise purchase for another family. Contributed by Mildred Nichols in charge of Home Economics of the Graybar Electric Company, is a series of typical "cases" to illustrate the importance of proper washer selection. Here are one or two of these typical cases:

"Six in family. All washing done at home. Laundress by the hour. Modern laundry in basement. Floor drain. Many fine linens and silks. Laundress used to wringer.

"Family of four, father, mother, two small children. Basement laundry damp. No set tubs. Kitchen large. Sink, running water. Finances strained. Woman does all her own work and washing. Not strong. Hard water, low pressure, water on meter. Poor plumbing, rust in pipes. No draining facilities. Afraid of wringer.

"Three in family, (small baby). Flat work sent out. Apartment ground floor, no elevator. Roof drying.

In a bulletin prepared by Evelyn H. Roberts of the Division of Home Economics, State College of Washington, five points in the selection of a washer are given as; (1) cost, (2) servicing, (3) available power, (4) size of family and (5) convenient features. As to the first, says Miss Roberts, "the best machine the family can buy should be purchased." No matter what machine is selected, it is pointed out, it will eventually need some servicing or mechanical attention. It is advisable, therefore, to purchase from a local dealer who will be able to repair it within a reasonable time. "Mail order houses supply washers of various prices and some claim long guarantees," the bulletin points out, "but unless the man of the house is a good mechanic, it is better to buy from a well-established local dealer who can service the machine."

CONTRIBUTING largely to the chaos on washer performance are the extravagant claims made for some of the washers on the market. While these statements are not necessarily untrue, they are misleading. One of the offending statements is that relating to washing time. In mentioning this washing "time" some manufacturers and their salesmen, in stressing the speed of the washer, really do not give the complete picture, that is, they count as the washing period only that time in which the clothes are being put through the actual or "suds" wash, no mention being made of other steps in the washing process.

To the woman who does the family washing, washing time begins with the sorting of the clothes and filling of the machine and ends when the last garment is on the line.

The chief objection to over-emphasis of this "fast" action is its relative unimportance to other features of the washer and the consequent overshadowing of more desirable features.

The Laundry bulletin of Washington State College, mentioned above, has this to say:

"The time of washing can be considered a factor that might be standardized. It is, however, dependent upon the depth of soil in the garments. . . . The average

Washer?

*need for facts on washer per-
to extensive analyses of wash-
behavior and operation.
of some recent tests.*

R. Clauss

washing machine accomplishes the major portion of the cleaning in the first ten minutes. Laboratory tests in this matter indicate that 15 min. is as long as the average load need be run in an electric washer, results thereafter showing no great improvement.

"Four simple steps make up the washing process: First, soaking in cool, softened water for 5 to 10 min., to loosen body soil and the larger particles of dirt. Longer periods do not add anything to the effectiveness but are not harmful. Second: Agitation for 15 min. or longer in hot suds in the washer. Third: A hot rinse which duplicates the temperature of the suds, plus agitation. Fourth: A cool rinse to dislodge all remaining particles of soil or soap from the surfaces of the materials. Rinsing in the washer is highly effective.

"The most evident fact from a laundering time study is that the number of members in the household has a very decided effect upon laundry time,—the larger the group the less time being spent per person. Another fact is that in town homes the time per person is somewhat longer than in farm homes. If any woman is spending more than 1:6 hours per person per week in laundering, the bulletin points out, she should study the problem and attempt to lessen the total time by adopting a new laundering procedure."

TO help clarify the washer selection situation for the puzzled purchaser, particularly the purchaser in rural communities, several universities, through their agricultural experiments stations, have conducted extensive tests to determine the facts of washer performance.

One of the most comprehensive of these washer studies, is that made at the University of Nebraska by Edna B. Snyder of the Department of Home Economics and Norton P. Brunig of the Department of Agricultural Engineering. The complete report of this study of washing machines is contained in Research Bulletin 56, Agricultural Experiment Station, University of Nebraska, Lincoln, Nebr.

The purpose of the investigation, as stated, was to

study the performance and constructional features of various types of washing machines. The machines were of four types, classified on the basis of mechanical construction and included the dolly, gyrator, cylinder and vacuum. Eight machines were studied, four of the gyrator type, two of the dolly type, one of the cylinder type and one of the vacuum type. The report includes findings on the following studies: (1) cleansing action of the various washers and relation of cleanness of fabric to length of washing period, temperature of water and size of load; (2) wear on fabric; (3) heat retention; (4) constructional features adding to the convenience of operation.

Maximum brightness of test specimens washed in the cylinder and vacuum machines was highest, it was pointed out, lowest being the specimens washed in the dolly machines. Difference in maximum brightness of specimens washed in the cylinder and vacuum machines as compared with those from the gyrators was slight.

"In general," the report states, "specimens washed in the gyrator machines reached maximum brightness in less time than in other types. The specimens washed in the cylinder and vacuum types required longest to reach maximum brightness.

EACH machine, the study revealed, appears to have an optimum washing period, which depends upon the character of the dirt used in soiling and is affected by temperature of the water. Washing clothing longer than the optimum period apparently results in redistributing the dirt over the fabric.

Medium temperatures, around 125 deg. F., gave best results in this study, for higher temperatures tend to "set" the dirt into the meshes of the cloth.

Less wear was apparent on fabrics washed in the gyrator machines than in the other types, maximum wear being indicated in the dolly machines. Differences in wear were of slight significance except for one dolly machine, which produced relatively great wear.

Results of a heat-retaining test indicate that there is little difference in cooling rate for the different machines.

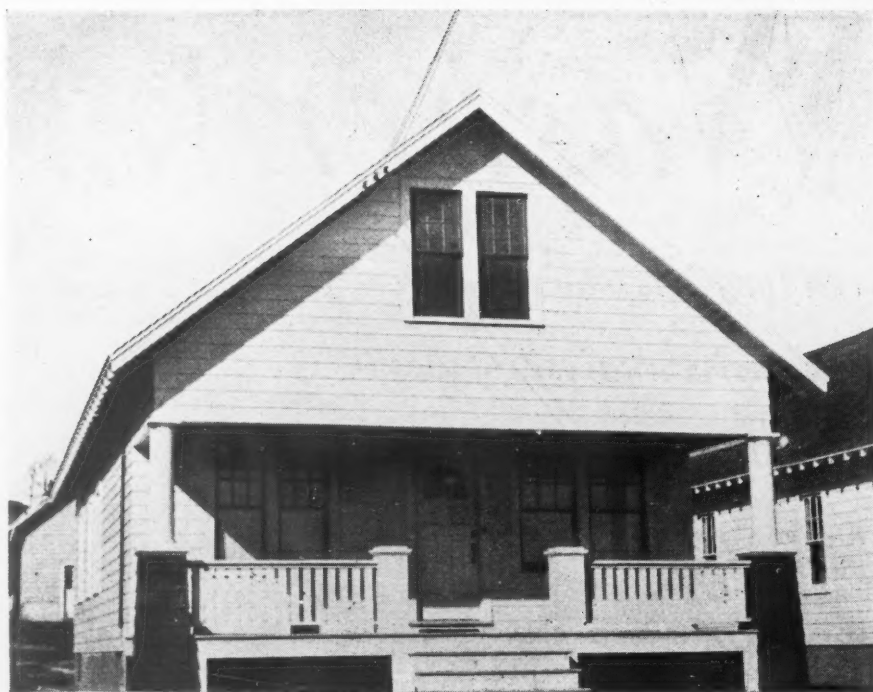
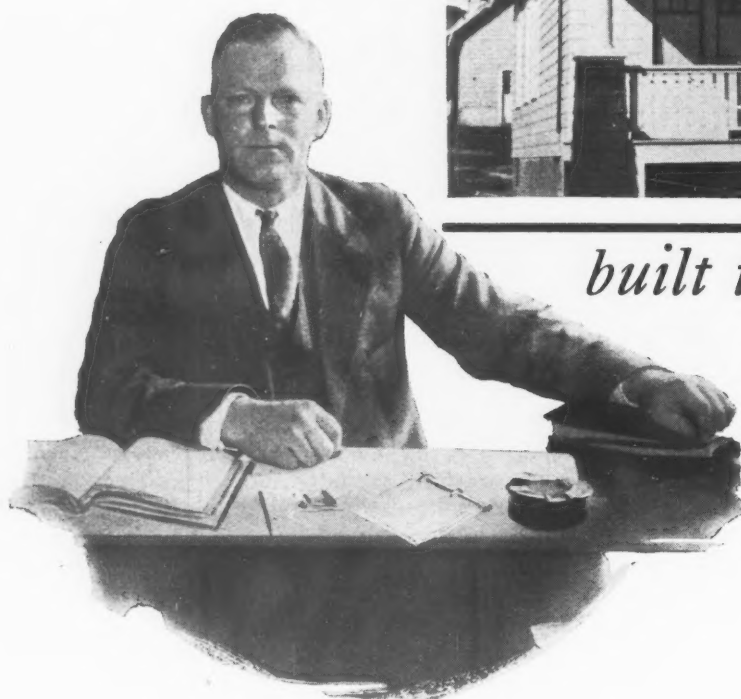
"No machines studied," the report reads, "met all reasonable requirements for convenience in constructional features. There is room for improvement, especially in attachment of lids and height and placement of controls, regulation of tension between wringer rolls, and shape and control of drainboards and wringers."

Other studies that have been made on home laundry equipment are as follows: "Wear of Fabrics"—Missouri Agricultural Experiment Station, University of Missouri, Columbia, Mo. By A. Eppel. A comparison of home and commercial laundering on the wear of cotton fabrics.

"Home Laundry"—Virginia Agricultural Experiment Station, Virginia Polytechnic Institute, Blacksburg, Va. By P. B. Potter. A study of methods, effectiveness.

"Electric Laundry Equipment on the Farm"—New Hampshire Agricultural Experiment Station, University of New Hampshire, Durham, N. H. By W. T. Ackerman. Study of operating costs, speed, etc.

B. W. FEATHERS *the* BUILDER



built this modern

Home *with*

By J. H.

*Merchandise Manager,
Chairman, Complete Homes*

IN 1926 ELECTRICAL MERCHANDISING suggested that instead of selling appliances singly, the cause of the completely electrified home would be more speedily accomplished by including the equipment in the purchase price of the home. "Write it in on the mortgage" was the slogan.

In 1927 the idea was put before the N.E.L.A. Convention and endorsed. It was further developed largely through the efforts of E. A. Eakins, Commonwealth Edison Company, Chicago, chairman of the first committee dealing with this problem.

In 1929, the New Homes Electrification Committee, Commercial National Section, N.E.L.A., had as chairman a man to whom the entire subject of the completely electrified home had become more than a business interest—an actual hobby. That man was J. H. Van Aernam, merchandise manager, New York Power & Light Company, Albany, N. Y.

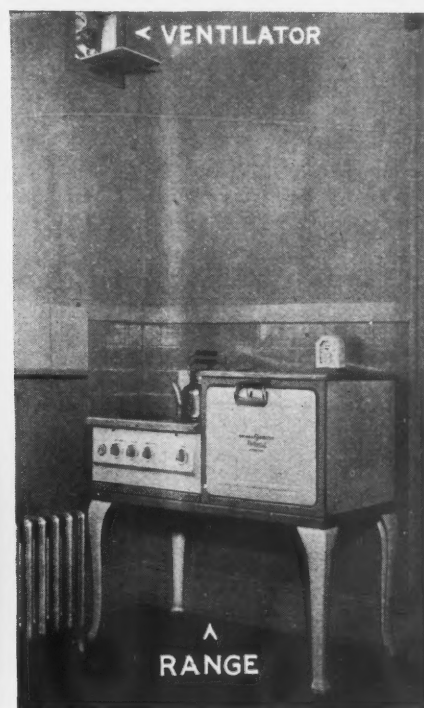
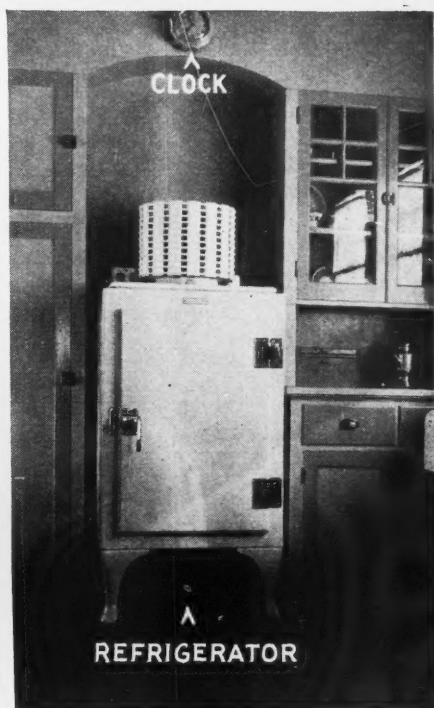
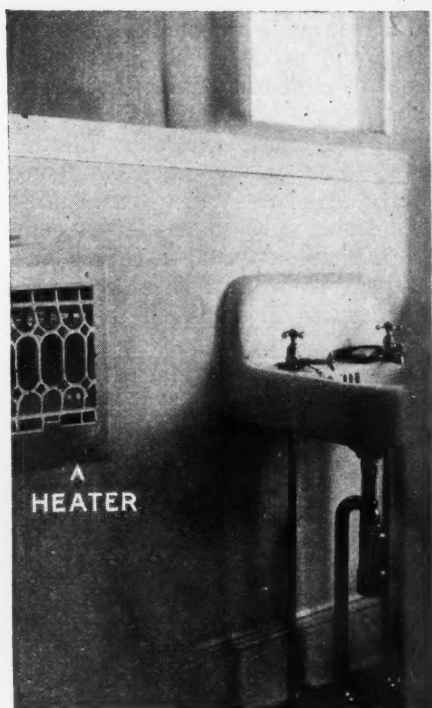
Today, realizing that 65 per cent of American homes are built by the speculator, Van Aernam has tackled the job in his own territory by going direct to him. Presented here is a typical story of the sale of complete electrical equipment to a speculative builder of cheap

homes, and the immediate response electrical equipment brought in the way of results.

The experience described here briefly makes one point plain: That in providing the home with electrical appliances at the time it is built, not only provides a market for electrical goods but puts a valuable selling talk into the hands of the builder. That is part of the job—to show the builder how to sell his homes.

It has been said that the time was not ripe for the introduction of Complete Home Electrification but the time seemed made-to-order for just such a plan and when the opportunity presented itself it was put to work.

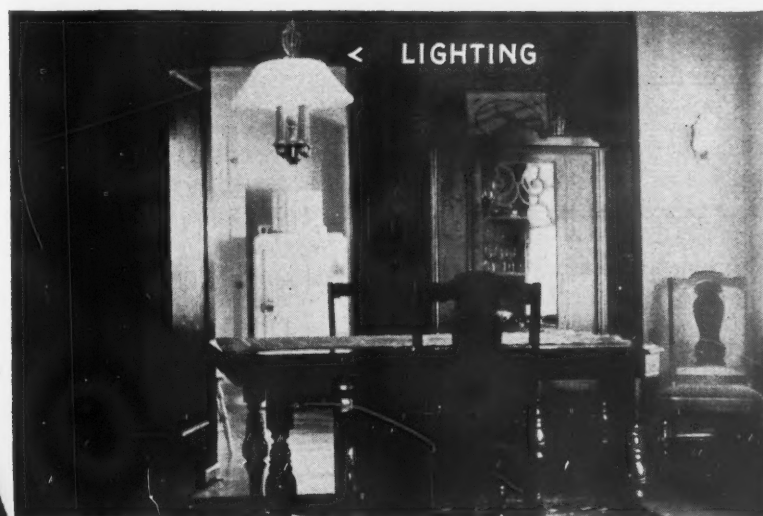
In Troy, N. Y., B. W. Feathers had been building homes of the better class for many years when he decided to build 3 modest 6 room bungalows to sell for \$5,800 each. Two of the bungalows were completed before Mr. Feathers was presented with the idea of equipping them with electrical conveniences. After some persuasion Feathers decided to equip the third, more as a test of the practicability of the plan than anything else. So the home was equipped with Red Seal Wiring, electric range, refrigerator, ventilating fan, clock and bath-room heater. In addition, the lighting fixtures were the



these Electrical Appliances

Van Aernam

*New York P. & L. Company
Electrification Committee N.E.L.A.*



And Sold It
At a Profit
In **4** Days

latest and of the most pleasing design—not a single exposed lamp in the house. \$785 worth of additional electrical equipment went into the home (12.2 per cent of the total cost) and in order that the home remain in the low price class non-essentials in construction were omitted in order to effect slight savings. When finished the house could be sold profitably for \$6,200.

A series of six small advertisements costing \$50 were planned to run during the week the house was open for inspection. But unlike other real estate advertising no mention was made of the type of construction, the plumbing fixtures or the beautiful view, but a good deal was said of an electrically modern kitchen with built-in equipment and soft restful lighting.

It was interesting to note the reactions of the hundreds of people who visited the home during the few days it was open. They spent most of their time in the kitchen admiring the electrical equipment. On the fourth day the house was open it was sold to a family that was so impressed with the electrical conveniences, that they were not even interested in the house next door without the equipment and costing \$400 less. Here is what the woman who has moved into the house says:

"We had already decided on another house in a different part of the city when we heard of this electrically equipped house. We only went up to see what it was all about. As soon as I saw the kitchen I knew that this was the house I wanted. I knew that sooner or later I would buy some of the appliances but if no provision was made for them when the house was built I would have to pay for costly installation, my kitchen would never look as good as it does now and then again at some later date I might not have the money to buy all this equipment. Now I don't feel the expense because it is all in the cost of the house. And all my friends admire the kitchen and lighting fixtures. I'm delighted with the house, in fact, I'm getting a washing machine, ironer and dishwasher to complete the equipment."

Now let's see what the builder has to say:

"When the idea of equipping this house with electrical appliances was presented me I doubted the effect it would have. But from the interest shown in this house I realized that complete electrical equipment was my strongest talking point. I was agreeably surprised when I realized how quickly the house was sold. Electrical equipment means something or my other two houses down the street offered at a lower price would not be still on my hands. I think we've found an altogether new way of selling real estate—by built-in conveniences. I am so enthused over the plan that I have begun plans for a group of houses exactly like this one to be ready in the spring."

The above illustrates the effect that has been produced on the two vitally interested parties—the buyer and the builder. Between these two are the merchandiser of equipment and the electrical contractor who profited beyond their hopes. Of the \$785 worth of additional equipment the electrical contractor got \$100.00, the appliance merchant got \$570, the fixture merchant got \$115. These sums represent additional business over that of equipping ordinary houses. If so much can be done with a small low priced house imagine what can be done with houses

of the better class where the prospective purchaser is even better equipped to buy added comfort.

Here is a home offered for sale at a time when houses are bought few and far between; at a time when people are buying carefully and expect a good deal more for their money than ever before. Here is a home that's small, actually

cheap, that surprised the builder because it sold so soon, and yet was no different except for its electrical equipment, from the many other similar houses that he has built and tried to sell over periods as long as months. Here is a builder who has realized the value and sales appeal that lies in complete electrical equipment. He didn't mind the extra cost of equipment—it was added on to the cost of the building. The buyer was satisfied and the builder, appliance merchant, fixture dealer and contractor made money.

ANOTHER FEATHERS' HOUSE But-Oh So Different



modest six-room bungalow that you can afford, and where all the hard tasks of running a home are done for you with electricity—a home in step with modern trends.

Here are beautiful lighting fixtures scientifically designed for restful light. Not a single exposed lamp. Your children's eyes are safe in this home. The wiring provides plenty of base-plugs and switches—conveniently located. The kitchen is a dream with its electric range, refrigerator, ventilating fan and electric clock. Even before it was finished, visitors exclaimed over its completeness and beauty.

Yes, the bungalow is for sale.

Don't fail to see it. It will be open tomorrow afternoon and evening for public inspection.

It is the last house on Rankin Avenue. (The State Troopers' Barracks are at Rankin and South Lake Avenue.)

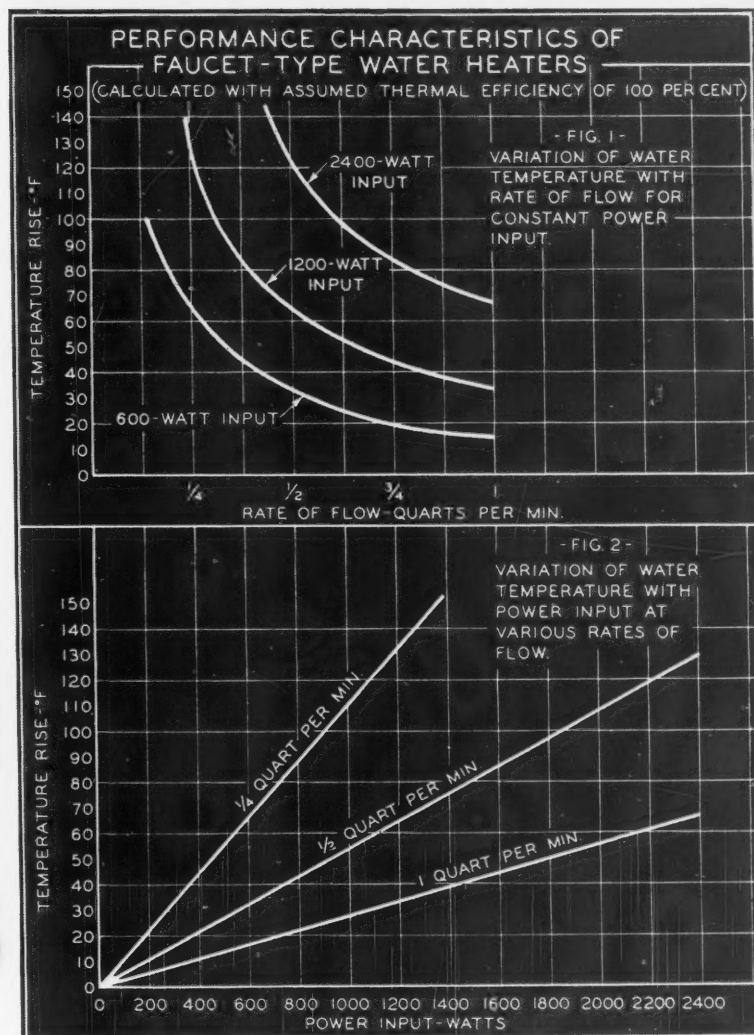
B. W. FEATHERS

17 First Street

Tel. 5100

Six of these ads, costing \$50 in all, brought hundreds of people to see the small frame bungalow which had been fitted with electric refrigerator, range, bathroom heater, clock and ventilating fan. On the fourth day the house was sold for \$6,200. Little interest was evinced for an identical house next door except for the appliances which sold for \$400 less.

Tests Show Place for Faucet Type WATER HEATERS



WITHIN recent months an electrical device, the "Instantaneous," faucet type, electric water heater has made its appearance in a variety of forms and has created considerable curiosity as to (1) its operating efficiency, and (2) its conformity to safety standards.

A variety of these devices have been purchased for performance tests at the Electrical Testing Laboratories and some definite information on their operating characteristics is now available. From a study of this data it is apparent that the devices, while of more limited usefulness than is claimed for them by their respective manufacturers, at the same time are not all deserving of the condemnation which have greeted their appearance in some localities. In one case the Hydro-electric Commission of Ontario has denounced the new gadgets publicly to their member companies and the industry. Their report was published in part in the magazine *Electrical News and Engineering* for October 15, 1931. A few power companies, on the other hand, have seen fit to endorse the use of some makes for the limited uses to which their construction restricts them.

The faucet type electric water heater fills a demand in homes where continuous and satisfactory hot water supply has not been introduced. Their use, however, is exceedingly restricted, tests showing that *actual delivery of hot water amounted to about one quart every 60 seconds*. This might be assumed to be sufficient for shaving purposes, but it should be clearly apparent that

the device should not in any way be construed as a substitute for any central water heating system. The power demand of these devices is, of necessity, relatively high, frequently exceeding two kilowatts. Water in supply mains, as the E. T. L. report points out, is rarely above 60 or 65 degrees. For ordinary kitchen purposes it must be heated to between 120 and 130 degrees. To supply, therefore, even one quart of water per minute at this temperature, requires a power output of close to 2,200 watts. Under the most favorable conditions it is clear that the rate at which hot water can be drawn must always be relatively small.

Few of the devices examined employed any safety features. One of the better types had a safety switch operated by the pressure of the water which automatically turned off the current when not in use. In every case the current-carrying heating element was in direct contact with the water.

In this particular discussion, reference is made only to the faucet type heater designed for attachment to the faucet of a kitchen or bathroom sink. Another type of heater that has made its appearance at about this same time is the immersion heater, which operates with an open coil element in direct contact with the water. In all instances, tests showed that these latter devices were not only poorly constructed but highly dangerous. The possibility of shock is very high and E. T. L. engineers testing them were unanimous in their condemnation of the devices.

Why One Dealer Lost Money

*This Analysis of Selling
Costs Shows That the
Solid Foundation of a
Successful Retail
Business is
CONTROLLED COSTS*

▼
*More Volume
is Not the Answer*

By S. J. Ryan

A REFRIGERATOR dealer has permitted us to examine his books for the years 1929, 1930 and the first six months of 1931. We believe his experience will interest you.

In 1929 his sales amounted to \$120,000, his discount was 25 per cent and his net profit \$600. In 1930 his sales dropped to \$85,200, his discount rose to 27½ per cent and he had a *net loss* of \$6,560. For the first six months of 1931 his sales show a *further decrease* of almost ten per cent under 1930, his discount is now 35 per cent and he made a net profit of \$149 for the period.

On the face of it this doesn't look very encouraging. What does the dealer himself say? "There is nothing the matter with the refrigeration business. Give me volume or a longer margin and I can make plenty of money."

Well, he *had* volume and he *has* the longer margin, but it is true he has not had both at the same time. Let us assume that he did have however, what would have

happened? Just this: If he had *this year* his 1929 volume, with the same percentage of discount and expense as in 1931, he would have made *less* net profit than in 1929. BUT if he had this year his 1929 volume and percentage of expense together with his 1931 percentage of discount, he would have made *ten times* as much net profit as he shows for the first six months!

In other words, volume *didn't* and longer margin *hasn't* apparently brought him the profits which he feels he is entitled to. Why? Just one reason, a mounting expense percentage.

Before we go any farther, however, suppose you examine his operating statement as it was revealed to us.

There are eight men in this organization: the dealer, four salesmen and three service men. As you will note the service department is more than self-supporting. The salesmen are paid \$15 a week and a commission.

The figures as taken from the dealer's books have been transmitted into *percentages* and condensed into the major expense divisions of a retail operation so that a clear and comparable picture of the two and one-half years experience would be available.

Without any personal knowledge of this particular business or even of the community in which it is located, the statement presents a clear picture of the whole operation. In 1929 we see an aggressive, well-balanced business yielding a small profit through a sound control of expense. The only item that is out of line that year is the excessive salary percentage the dealer paid himself.

In 1930 we see a swiftly mounting expense ratio caused by the fruitless struggle to maintain volume in a year of decline. Note the item of discounts and allowances which appears this year and also that evidently no salaries or wages were adjusted because the percentages mounted with the declining volume, indicating a stationary dollar total. The year ended with a terrific loss.

This experience has some effect in 1931, because we note a decline in selling salaries and commissions and in service expense and wages, but there is an actual increase in discounts and allowances, office and dealer's salaries. These increases have eaten up the greater portion of the increased discounts secured. It is true the executives of the company are doing far more personal selling in 1931 than in the two preceding years, thus reducing that item of expense, but *the total payroll is too high in each year.*

This is a very common fault with businesses of this volume and less. A careful analysis of this dealer's

The Dealers Figures

	1929	Per Cent	1930	Per Cent	1931 (6 months)	Per Cent
NET RETAIL SALES.....	\$120,000	100.0	\$85,200	100.0	\$37,200	100.0
COST OF GOODS SOLD.....	89,520	74.6	61,514	72.2	24,180	65.0
GROSS MARGIN.....	\$30,480	25.4	\$23,686	27.8	\$13,020	35.0
EXPENSES:						
Selling Salaries and Commissions.....		8.9		9.8		5.2
Salary Dealer and Officers.....		8.5		11.2		12.0
Office Salaries.....		1.9		2.7		2.8
Total payroll.....		19.3		23.7		20.0
Rent, Heat, Power, etc.....		3.8		5.0		5.2
Office and General Expense.....		1.3		1.6		2.8
Advertising (co-op. with mfr.).....		1.5		0.9		1.6
Discounts and Allowances.....			2.5		4.4
Total.....	31,080	25.9	28,712	33.7	12,648	34.0
PROFIT OR LOSS.....	—600	—0.5	—5,026	—5.9	372	1.0
INSTALLATION AND SERVICE:						
Income.....		17.0		20.2		17.0
Expense, including Wages.....		14.6		20.0		15.1
Profit.....		2.4		0.2		1.9
OPERATING PROFIT.....		1.9		—5.7		2.9
Less Interest, Taxes, Depreciation, etc..		—1.4		—2.0		—2.5
NET PROFIT.....	600	0.5	—6,560	—7.7	149	0.4

figures as presented here shows an unusually well-balanced operation for one of its kind, with this exception of the payroll. This applies to salaries and wages from the dealer himself down. They are *too high*.

Total payroll expense in a business of this nature should range from 15 per cent to 18 per cent of volume. Seventeen per cent is a good sound figure. Your business should be budgeted on such a figure. It is hard, but it *can* be done because it *is* being done by hundreds of retailers right now. Control of this one item alone would have increased the profit of this business 3.3 per cent in 1929, decreased the loss 6.7 per cent in 1930 and increased profit 3 per cent in 1931.

Owners of smaller business will say "Oh, what's the difference whether I show it as a profit or take it as salary." Well there *is* a difference, two differences in fact, and they are mighty important. The first is that no business is sound without adequate reserves and you can't lay up reserves if you milk every living cent out of the business. It can't grow if you starve it. It will lack stamina. There is nothing for it to fall back on in the event of a temporary set back. Haven't you noted hundreds of such examples in the past two years? Sacrifice a little of *yourself* and give it to your business. It will repay you a hundred-fold.

The second difference is akin to the first: It will give you a much better credit rating at your bank or

agency. This is very important. Your credit is the lifeblood of your business. How much credit is the merchant who is continuously milking his business entitled to? And how much for the man who wisely nourishes his business? Your banker will tell you the answer.

General Conclusions

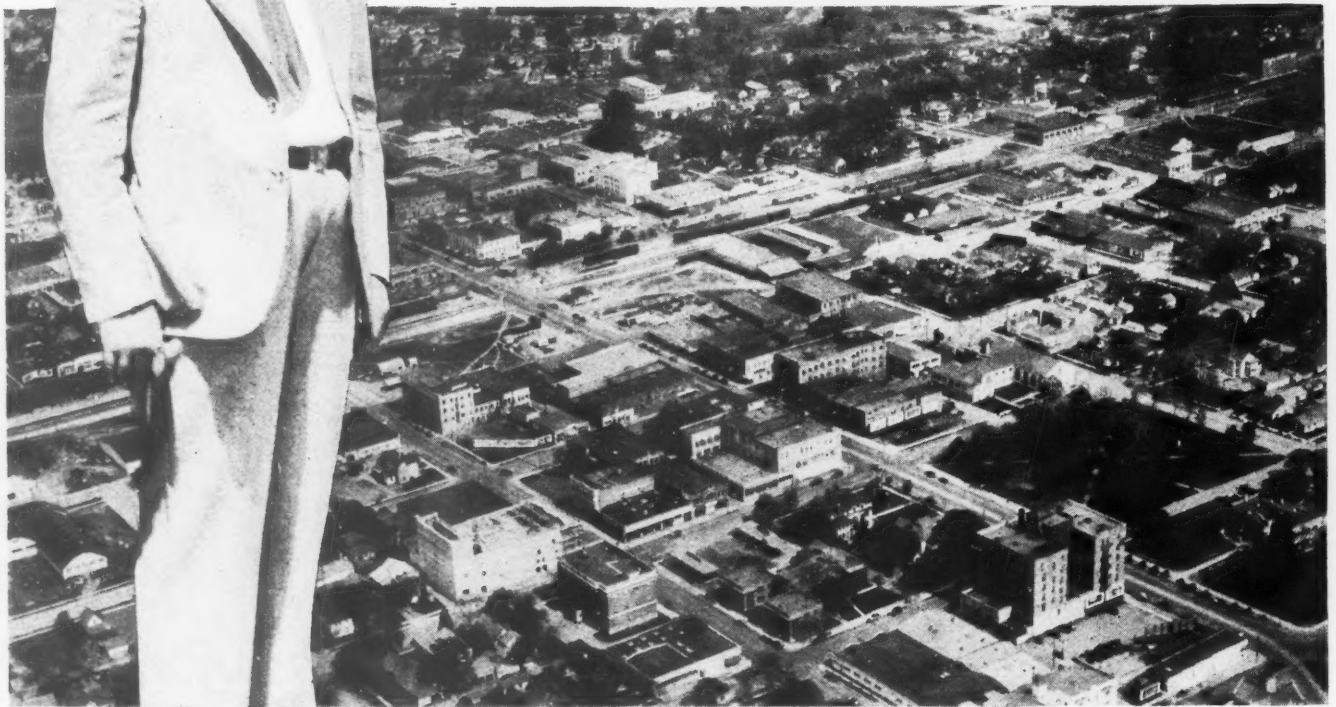
ONE big fact stands out in this statement—an operating defect which has been present in the vast majority of the hundreds of dealers operating stateemnts which ELECTRICAL MERCHANDISING has analyzed for its readers during the past six years: the absence of a sane, sensible operating budget, stuck to through thick and thin.

By a sane, sensible budget I mean an *elastic* budget, one that can be immediately adjusted to rapidly changing conditions, thus constantly insuring a margin of safety. Now understand this margin of safety cannot *always* be a profit, however slight. It may be a slight loss, which the budget prevents from becoming a big loss (as in 1930 in this business).

In our own business we have yearly budgets and semi-annual budgets, which suffice in prosperous years, but with conditions as they are today we readjust our budgets practically every month, so that we never lose

(Continued on page 40)

Appliance Dealer- *and* MAYOR



The MAN

The MARKET

THE People's Electric Company of Medford, Oregon, of which O. O. Alendorfer and A. B. Cunningham are proprietors does not believe in sales but in selling. The business has a remarkable record of successful merchandising without ever having staged a cut-price event.

The store is centrally placed next to the offices of the power company on Medford's main street and both proprietors have a record of power company service back of them, having been merchandise manager and new business manager respectively of the California-Oregon Power Company. Some years ago they purchased a small retail shop which they proceeded to build up along conservative lines. They did \$72,000 worth of business the first year and have been increasing the volume of sales ever since. A complete electrical line is carried, but the firm specializes in large appliances of all kinds, from ranges to radio and oil burning furnaces.

The town served is a prosperous one of about 11,000 population, the center of the agricultural activities of the Rogue River Valley and the headquarters of the California-Oregon Power Company. Several active contractor-dealer establishments meet the needs of the com-

munity so well that the power company does not maintain a retail store in this district, although it is an active merchandiser elsewhere in its territory. The typical customer's home is modest, but rather completely electrified, this section having acquired some national reputation as showing the highest average domestic consumption of electricity of any in the country.

Of necessity much of the selling has been in the field. To make this successful, it is necessary to secure entry into the home. Many of the selling campaigns have been aimed to accomplish this end.

Recently, for instance, the company offered a free trial of electric refrigerators to a selected list of better homes which did not already possess this appliance. The refrigerator was delivered and installed without obligation, the machine being followed up in a few days by a call from demonstrator-salesman who explained the possibilities of the appliance and closed the sale if possible. Some 40 or 50 refrigerators were demonstrated, of which a high percentage were actually sold. Sales averaged better than one a day for 30 days.

Another drive to secure washer prospects centered about the small boys of the community. An attractive

O. O. ALENDORFER
holds down 2 important jobs
in Medford, Oregon
 AND HAS MADE A SUCCESS OF BOTH



The STORE

bicycle displayed in the window was offered to the boy securing the highest number of votes. These were to be obtained by filling out cards arranging for washing machine demonstrations. This varied from the usual small boy prospect drive in that it was necessary not only to turn in names, but also to make an appointment for demonstrating the washer. Each boy entering was provided with a supply of cards and authority as a "junior salesman" to make such engagements on behalf of the company.

Oil burners have become an important item in the store's stock. Some fifty of these installations have already been made in Medford homes, at an average charge of from \$600 to \$700 per installation. Advertising brings in some people to inspect this equipment, who would not ordinarily have been approached, but in general it is necessary here, too, to get out into the field in order to get the business.

Radio and refrigerators have been made a combined department, with a separate section of the store used for their display. This sales room has a mezzanine floor, on which in radio season the refrigerator equipment is displayed. In summer the radios are removed to this upper section, while refrigerators are featured on the ground level. The sales philosophy of the store is well exemplified by the attitude adopted toward midget radio. This merchandise is carried and sold to the extent that the natural



A. B.
 Cunningham
The
 PARTNER

demand justifies, but no special advertising or outside effort is expended because the margin of profit would not cover such an outlay. As a consequence the midget set has paid for itself and has not proved a menace to the other lines carried. Commercial refrigeration, on the other hand, which has developed into an important department, is almost entirely a field business.

The company has an excellent record on ranges, usually selling from ten to twelve a month. Last year the total came to 127 for the twelve months; 1929 marked the high point, with a record of 170. It is interesting to note the effect of the free wiring policy recently instituted by the California-Oregon Power Company. This applies to dealers' sales as well as those made by the power company. During the first month that it was in force, the People's Electric Company sold 27 ranges, or better than twice its normal number. The second month was better still and there is every evidence that this new high level is to be maintained. Mr. Alendorfer expresses himself as entirely favorable to this power company policy from a dealer's standpoint, with the one reserva-

tion that the customer is not to be encouraged to expect free installation of other devices.

A water heater is sold as a matter of course with every range, ninety per cent of all range users in Medford at the present time being also possessors of electric water heaters.

The store insists on handling the local advertising of all lines carried. This allows the company to tie-in its sales efforts and store and window display with this publicity and also to time its own advertising efforts to best effect. It also gives this dealer a contact with his local papers and strengthens his position in the community as the retail outlet for the particular appliance.

Both partners have taken an important part in civic activities, Mr. Alendorfer recently having served for two terms as Mayor of the community. As a consequence of their personal standing and of the consistent policy of "no sales" which the store has maintained, the People's Electric Company holds a place of particular regard in Medford. Its name is looked upon as synonymous with quality merchandise and reliable service.

Why One Dealer Lost Money (Cont. from p. 37)

control. This is just as important in your business.

The establishment of a sensible, workable budget is not a difficult thing—*sticking to it is!* We are fortunate to find, in the statement of this business, separate figures for the Installation and Service department. Although the income increased 3.2 per cent in 1930, the expenses were 5.4 per cent higher, almost wiping out a profit. But in 1931, with a decrease in income of 3.2 per cent, the expenses were reduced 4.9 per cent, thus reestablishing a profitable operation with a sufficient reserve to take care of contingencies.

Had this same policy been followed out in the other division of the business, an entirely different picture would be presented to our view. For example: A total payroll expense of 17 per cent is a common-sense, workable figure. While conditions naturally vary to some extent, this would roughly divide as follows: Executive salaries 5 per cent; office salaries 2 per cent;

selling salaries and commissions 10 per cent. The remaining expenses of this business were: in 1929, 6.6 per cent; in 1930, 10 per cent; in 1931, 14 per cent. In this respect 1930 seems to me to represent a very fair budgetary figure, possibly a point *low* in cooperative advertising. So let us add that point, giving us 11 per cent expense exclusive of payroll.

Adding the 17 per cent payroll to this figure, gives us a total operating expense of 28 per cent. We now have a workable budget figure, *based on the experience of the business itself*; a figure which business conditions can force up two or three or even *five* points in extreme cases and still keep the business on an even keel. You may accept it as a fact that no budget, intelligently arrived at, will vary as much as five points. The figures I am suggesting are not the creatures of an accountant's fancy. They are the guides in use right now by sound merchants.

The Business of Rex Cole, Inc. (Cont. from p. 24)

to think that the depression was just a lot of Red propaganda. Tell me this, Mr. Cole: If you have fifteen regular salesmen to each branch and nine or twelve of these freshman or juniors, how do you keep them up to scratch all the time? Aren't they liable to knock off and go to a movie if they have made a sale? I had one man that went to the movies so much that he would ask for two seats in the balcony at a sales meeting.

Rex Cole: Well, of course, that is what I had in mind before when I spoke of doing the salesman's planning for him. Don't forget that the men have to fill out 23 registration cards a day on new prospects. Besides, when a new salesman finds out under our system that he is getting results, that he is carrying through on a schedule which, with any intelligence and ability is bringing its inevitable reward, his attitude towards his work is one of justified enthusiasm.

John Dealer: He knows, I suppose, what kind of a record the other salesmen are making?

Rex Cole: Absolutely. The incentive to work is immensely stimulated by competition. A board hangs in every branch office which carries the quota for the

branch and the quota for every salesman. Whenever a sale is made an office boy marks up the board so that not only he but every other salesman knows just where he stands.

John Dealer: What about contests and all that sort of thing? Do you have airplane or horse races or do the men climb mountains?

Rex Cole: (smiling) Regional contests, involving all distributorships are arranged at the company's headquarters in Cleveland. Apart from those big contests in which there is considerable pride involved in putting New York in first place, we have contests between the nine retail branches of Rex Cole, Inc., and contests for the salesmen in each individual branch. In a specialty selling operation of this nature, contests are the breath of life to the salesman. With them it becomes a game, a cause and an interest; without them it becomes merely a job in which the commission is the beginning and end of the man's interest. Incentive to work must make judicious use of every means which will keep the men's productive power at its maximum.

PHILADELPHIA

Fourth Annual Electric & Radio Show—Attendance: 100,000.



Homemakers Electric Refrigeration Show held at Electrical Institute of N. Y. Oct. 26-31.

NEW YORK



SAN ANTONIO

The show at San Antonio was well displayed, well patronized.



PORTLAND, ME.

Sept. 12-19—30,000 people attended—14,000 lines of free publicity—R K O stars help entertain.

KANSAS CITY

Electric Refrigeration Week Show. Attendance: 23,150. Twenty-two dealers subscribed \$5,000. No prizes, no souvenirs.



DENVER

Sponsored by Electrical League of Colorado with Public Service Company of Colorado.



S H O W S

Pictures from far and wide of co-operative efforts during the fall drive

I N T I M A T E G L I M P S E S I N T O A N

This is the Proving Ground for Chromel, the preferred alloy for heating-elements. Here, life tests are run on every heat. This board replaces opinions of quality, with facts, and tells us just where we stand in the resistance wire field. Thus, when we say that Chromel-A is the most durable of the nickel-chromium alloys, we do not make a claim—but merely state the facts established by this test board.

This durability of Chromel is further demonstrated in the fine performance of the heating devices that you sell. Their heating elements very seldom go wrong, because most of them are made of Chromel. Thus heating devices present virtually no service problem; they involve no trade-ins or obsolete stock; they are not seasonal in demand but year round. It pays you to push heating devices. And you can sell no better devices than those that have heating-elements made of Chromel.



HOSKINS MANUFACTURING COMPANY

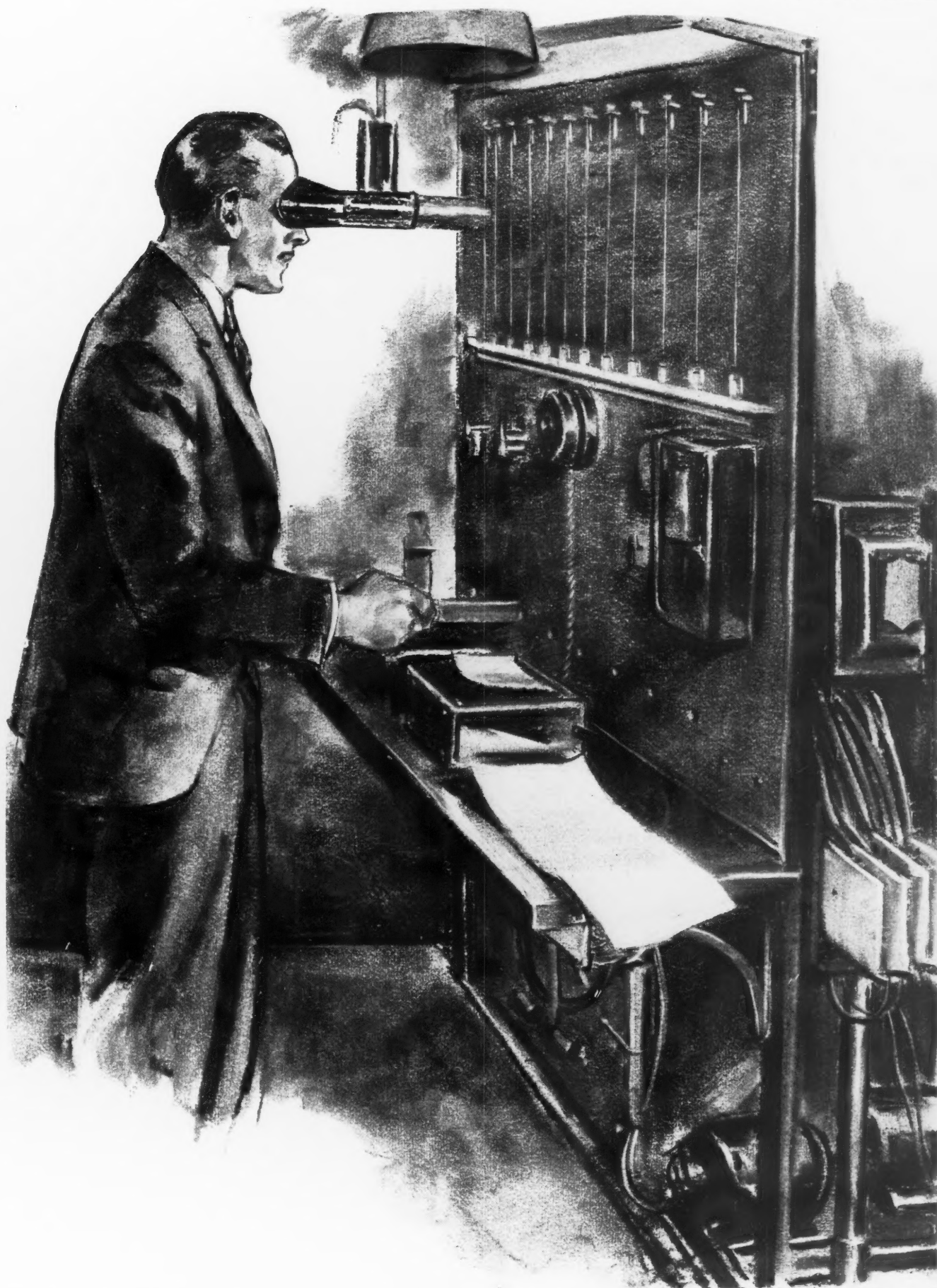
4435 Lawton Ave., Detroit, Mich.

In Canada: Walker Metal Products, Ltd., Walkerville, Ont.

Hoskins Chromel

T H E W I R E T H A T M A D E

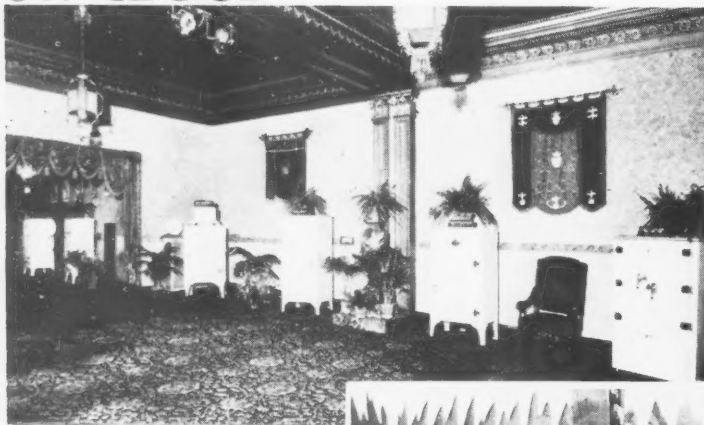
I M P O R T A N T I N D U S T R Y : : *No. 12 of a Series*



E L E C T R I C H E A T P O S S I B L E

ST. CLOUD

Held in lobby of Paramount Theater Oct. 3-10. Attendance: 8,000.

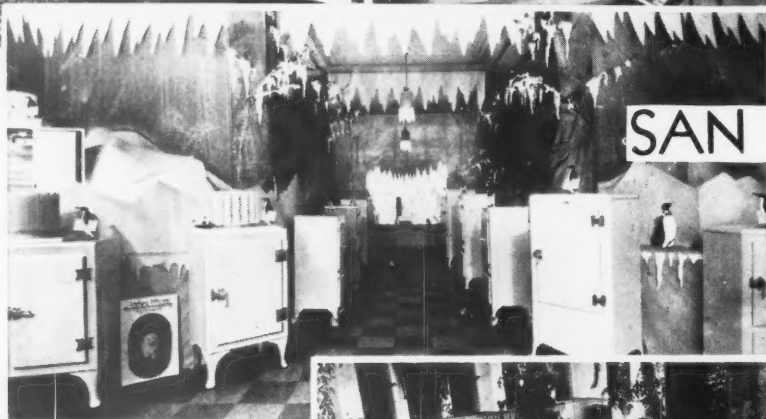


Attendance: 21,500. Two thousand dollars in prizes distributed.

NEW ORLEANS



SHOWS



SAN FRANCISCO

Distributors, dealers, manufacturers helped make this show a success.

WICHITA

Bacteriological exhibit attracts 3,479 to Food Preservation Show staged by Electric Refrigeration Bureau of Wichita.



VALLEJO

Six dealers combined with the power company to stage this show.

Attendance: 3,696. An ironer was the grand prize.

UTICA

Eight distributors, 61 dealers and Utica G & E put on this show which drew 10,000 people.



More pictures showing wide interest occasioned by refrigeration shows

New MERCHANDISE

A Few of the Many Interesting Appliances that Have Recently Appeared on the Market

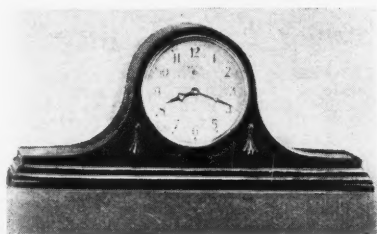


**Smaller Model
KitchenAid**

Good news for smaller homes is contained in the announcement of the new Model "F" KitchenAid, a smaller, compact model of the well-known food preparator of the KitchenAid Manufacturing Company, Troy, Ohio.

This new model is 15 in. high, has bowl of 3-qt. capacity and is equipped to handle all food preparing operations in the home. Attachments for the Model "F" include the wire whip, flat beater, pastry knife, dough hook, splash cover, can opener, food chopper, ice chipper, vegetable slicer, shredder, juice extractor and coffee grinder. Finish of the new model is French gray lacquer. —*Electrical Merchandising*, December, 1931.

* * *



Telechron Clocks

Announcement has been made by the Warren Telechron Company, Ashland, Mass., of a reduction in the prices of three "Telechron" clocks, two of them, it is pointed out, to the lowest levels in "Telechron" history.

One of these clocks is a new model, No. 715, an alarm clock similar to the "Telalarm" but without illumination and with a gold-finished dial. It will retail for \$8.50, or \$1.25 less than the previous lowest-priced clock in the line.

Model 327, a Gothic type clock with mahogany case, now retails at \$7.50, the lowest price in the "Telechron" line. Model 727, an alarm clock, has been reduced from \$12.50 to \$10.

In addition to the new "Telalarm" without illumination, the Company is announcing a new tambour model, Huntington model 563, to retail for \$9.95. The clock has 4 1/2-in. dial and decorated mahogany case. —*Electrical Merchandising*, December, 1931.

ABC Liberty Washer

A recent addition to the "ABC" line of Altorfer Bros. Company, Peoria, Ill., is the new "Liberty" washer, designed to meet the present siege of price competition. This new washer, the Company points out, is a quality washer at the lowest price at which an "ABC" washer has ever been offered.

Many exclusive features are offered in the washer, it is announced, including the swinging wringer, in which the action of the flexible balloon roll combination of the "ABC" wringer dryer is entirely different, wringer pressure being controlled by four equalized springs.

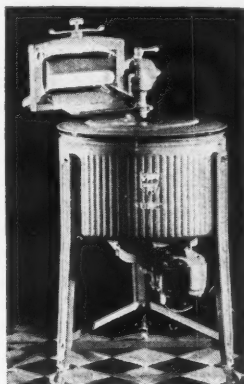
Other features are the oversize balloon rolls, three-wing floating agitator, standard "ABC" gear case, Westinghouse standard motor, full 55-lb. capacity, exterior and interior finish of gray porcelain. —*Electrical Merchandising*, December, 1931.



* * *

Voss Washer

A corrugated porcelain enameled tub of new "Veos" porcelain, manufactured by the Youngstown Pressed Steel Company, is the outstanding feature of the new washer announced by the Voss Bros. Manufacturing Company, Davenport, Iowa. No advance in price has been made for this new tub, the washer retailing at \$59.95. In the South and West, \$69.95. The washer is of the agitator type, with floating agitator. —*Electrical Merchandising*, December, 1931.



New Buss Light

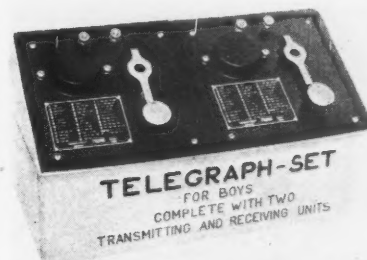
After consulting 10,000 women in nine states, through a door-to-door canvas, for the purpose of obtaining first-hand criticism on its utility light, the Bussman Manufacturing Company, St. Louis, Mo., is offering a new model of "Buss" light.

In line with the suggestions received in this survey, the new lamp is built upon more slender lines, being 14 in. high, 2 1/2 in. higher than previous models of the lamp. The shade has been deepened and widened so that the bulb is now completely shaded.

Like other "Buss" lamps, this new model clamps anywhere or hangs on the wall like a permanent fixture. The socket bends on a patent ball joint and the shade tilts to any position. Finishes of the new lamp are statuary bronze, No. 4262, and pastel green, No. 4363. Intended retail price is \$3.50.

In addition to this new model, the Company has retained its five parchment shade models, four of which retail for \$3 and one at \$2. —*Electrical Merchandising*, December, 1931.

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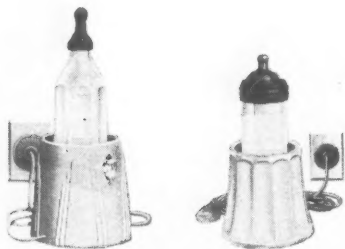


Duplex Telegraph Set

Something that will delight boys of all ages is the "Duplex" telegraph set of the Connecticut Telephone & Electric Corporation, Meriden, Conn.

This telegraph set is made to operate efficiently up to 1,000 ft., requiring for its operation one "C" battery in each set and the necessary length of wire. No special knowledge is required for its installation. The cases are of wood, in mahogany finish and the intended retail price is \$5 per pair. —*Electrical Merchandising*, December, 1931.

New Electrical Merchandise

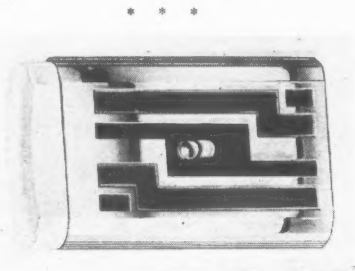


Bottle Warmer

Baby's bottle can be brought to the correct temperature right at the bedside in the "Hankcraft" electric bottle warmer of the Hankcraft Company, 121 North Dickinson Street, Madison, Wis.

The bottle warmer is offered in two models, one retailing at \$5 and a junior model, somewhat smaller in size and slightly slower in warming the bottle, \$2.95.

The warmers bring the bottle to the right temperature in a few minutes, automatically turning off the heat at the end of this period. Either pink or blue finish of the container may be had. —*Electrical Merchandising*, December, 1931.

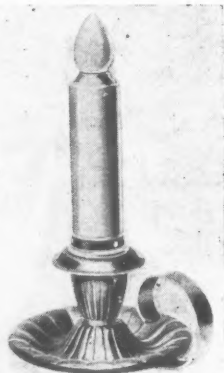


Eveready Candle and Pocket Light

Two new products of the National Carbon Company, 30 East 42nd Street, New York City, are the "Eveready" French Colonial electric candle and a pocket flashlight.

The candle lights automatically when lifted, gives steady light when standing, and when in position, is permanently shut-off. Attractively finished. A new feature is the acid-frosted pear-shaped "Eveready" lamp, 1173, located at the top of the tube. List price of the candle, complete with batteries, is \$2.25.

In the new flashlight, all rays of light from the lamp filament are diffused through a translucent lens occupying the full top end of the case. Operation is controlled by a button in the face of the case, the lens automatically rising about $\frac{1}{4}$ in. and completing the electrical circuit. By depressing the lens, the circuit is automatically closed and the mechanism is spring loaded for the next release operation. Buffed French enamel finish. Intended list price, \$1.—*Electrical Merchandising*, December, 1931.

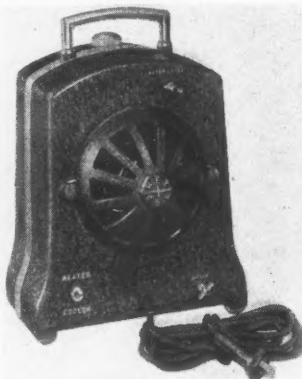


Hexcel Air Conditioner

About the size of a midget radio, the new Hexcel air conditioner of the Hexcel Radiator Company, Milwaukee, Wis., is light in weight and readily portable.

This new appliance is an electric hot water heater and air conditioner. The heater, it is explained, differs from the ordinary electric hot air circulating heaters inasmuch as the water is used as a medium to evenly distribute the heat in the core from which it is circulated by means of a fan.

Finish of the conditioner is walnut ripple with polished front face, bead and handle. Intended retail price, \$25.—*Electrical Merchandising*, December, 1931.



Frigidaire Portable Water Cooler

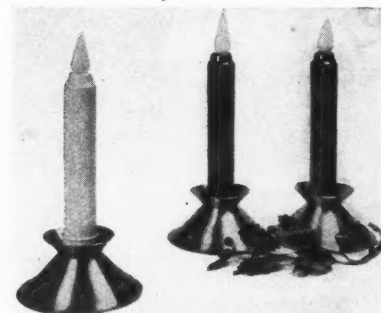
For use in hotel meeting rooms, convention auditoriums, board of directors' chambers and other places where cooled water is needed only on special occasions, the Frigidaire Corporation, Dayton, Ohio, has introduced its new portable water cooler. The new cooler is a plug-in appliance and can be used wherever there is a convenient outlet. —*Electrical Merchandising*, December, 1931.



Universal Ironer

Landers, Frary & Clark, New Britain, Conn., is announcing a new, improved ironer, compact in design, requiring only 15 $\frac{1}{2}$ x34 $\frac{1}{2}$ in. of floor space.

The ironer has 26-in. padded roll, with open end and is designed to iron 118 in. of cloth per minute. A full floating shoe, chromium plated, is made to exert 100 lb. of equalized ironing pressure. "Feather-Touch" control. Finish, ivory enamel. Motor rated at 110 watts, ironing shoe, 1150 watts. Intended retail price, \$89.50.—*Electrical Merchandising*, December, 1931.



Chase Lamp and Candles

New novelty items offered by the Chase Brass & Copper Company, Inc., Specialty Sales Department, 200 Fifth Avenue, New York City, are the Glow lamp and "Saf-Candle."

The lamp has a combination polished copper and brass finish and tip-tilting shade, providing an attractive lamp for bedside, small desk and study use. The lamp is $\frac{7}{8}$ in. over all and is listed at \$2.50.

For Christmas decorations, there is the battery candle with proportions of the conventional candle, fitting any standard candlestick or holder. The candle is offered in finishes of Holly red, Christmas green and the conventional ivory. It is listed at \$1 each.—*Electrical Merchandising*, December, 1931.

Eternatime Alarm Clock

Three distinctive functions are performed by the new electric "Notifier" brought out by the Chicago Flexible Shaft Company, 5600 Roosevelt Road, Chicago. This new clock is really three clocks in one. First, it is an attractive electric time-keeper for regular household use; second, it is a 24-hour alarm clock that requires no re-setting once it has been set for the required rising hour; third, it is a "Notifier" that can be set to "notify" at the expiration of any period of from one minute to three hours, thus indicating when the roast is done, when a favorite radio program is due, etc.

The intended retail price of this new clock is \$12.50.—*Electrical Merchandising*, December, 1931.

Lucky Lady Utility Kit

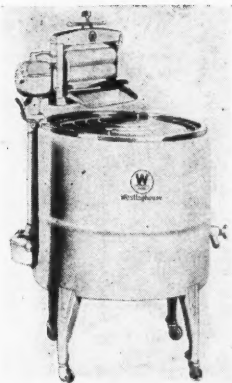
Fitting in the palm of the hand and weighing less than a pound is the "Lucky Lady" utility device brought out by King Products, Inc., 6028 Broad Street, Pittsburgh, Pa. This little utility kit has many uses, including drink mixing, whipping of cream and egg whites, cleaning of bottles by use of the swirling brush attachment, and polishing silverware by means of the buffer.

Intended retail price, complete with attachments, is \$5.95; motor and mixer only, \$4.95.—*Electrical Merchandising*, December, 1931.



Electrical Merchandising, December, 1931

New Electrical Merchandise

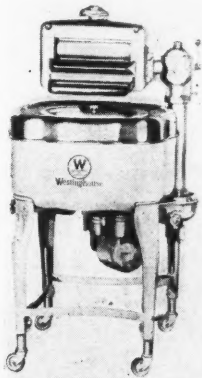


Westinghouse Washers

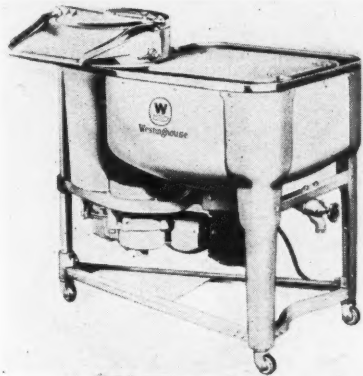
Four different models make up the new line of washers offered by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. There are two wringer type and two centrifugal dryer type models.

Models KS and KD are of the agitator, wringer type, the former with a tank capacity of 14 gal. of water, the latter with 17 gal. capacity. KS has four-fin aluminum alloy agitator, KD, a six-fin, die-cast aluminum agitator. Finish of the KS model is beige vitreous enameled tub, body, wringer, wringer mounting and wringer shaft, with legs and cover finished in green. Its intended retail price is \$99.50.

Model KD has cloverleaf design tub finished inside and out in beige vitreous enamel. Cover, legs, wringer mounting and shaft finished in green. Intended retail price, \$124.50.



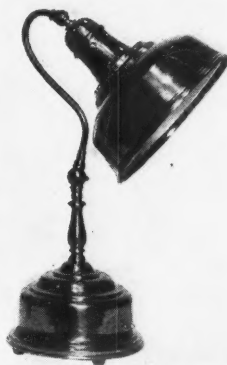
The centrifugal models are also of the agitator type. Model MS has 14 gal. capacity and MD, a large size machine, is designed to wash and damp dry 8 lb. of clothes simultaneously. In both models the color scheme is beige enamel and green. Agitators are of four and six-fin, respectively, as in the wringer machines described. Intended retail price of the MS washer is \$135; of the MD washer, \$165.—*Electrical Merchandising*, December, 1931.



Hamilton-Beach Cleaner

A new "Gold Star" model of vacuum cleaner has been brought out by the Hamilton Beach Manufacturing Company, Racine, Wis.

This new cleaner has motor-driven beating brush, ball bearing motor and greater suction than the former model. Eleven improvements and refinements are offered, including increased motor power, new reversible nozzle brush, stream-line nozzle, new bag with deeper dirt trap, new gray handle, self-lubricating wheels and an all-rubber cord. Intended retail price is \$39.90; attachments, including moth killer, \$6 extra.—*Electrical Merchandising*, December, 1931.



Brady Sunlamps

Twenty-nine new designs of Daylite Sunlamps are offered this season by the Brady Manufacturing Company, 565 East Larned Street, Detroit, Mich.

These new Sunlamps are General Electric equipped, using G. E. Mazda Sunlight lamps, Types S-1 and S-2. They include wall, ceiling, table, floor and hand models.

Among the new lamps for use with the S-2 bulb are the "Five-in-One," a portable hand unit that can be used as a hand model, wall, table or floor lamp. Intended list price for portable hand unit, complete with bulb and transformer, \$28.50; standard 9-in. post for converting into table or floor models, \$8; complete portable hand unit, two standard posts and swivel, \$36.50.

The S-33 table or wall bracket lamp, in attractive statuary bronze finish, is \$34.50, complete with bulb.—*Electrical Merchandising*, December, 1931.

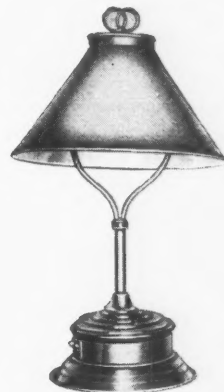


Sessions Strike Clock

The Sessions Clock Company, Forrestville, Conn., is introducing a new electric dual-motored striking clock, which is to be retailed for \$16.50.

The new clock, "El Bernice," has two-rod, double-tone hour and half-hour strike and case of hand-rubbed mahogany or walnut with inlaid panels. The case is 21½ in. long. The 6-in. metal dial has raised numerals and convex glass.

The clock operates with a sealed-in-oil synchronous motor and a separate induction motor which handles the strike.—*Electrical Merchandising*, December, 1931.



Guth Sun-Art Sunshine Lamps

The Edwin F. Guth Company, St. Louis, Mo., has announced a line of five new fixtures, designed especially for use with the S-1 and S-2 Mazda Sunlamps. Four of the fixtures are intended for use with the S-2 bulb and one ceiling unit for the S-1 bulb.

The ceiling fixture for the S-1 lamp, L-151, has an intended retail price of \$55.25.

The L251 ceiling fixtures for the S-2 lamp retails at \$26.75. It is easily installed as the transformer is built right into the fixture. No extra wiring is required other than the wall switch.

Both ordinary incandescent light and ultra violet are supplied by the L252 dual lighting fixture for the S-2 lamp. It is particularly adapted to institution installations and is listed at \$69.50.

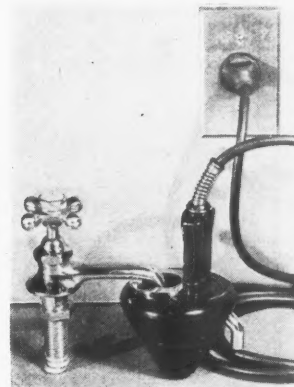
Models L231 and L131 are table and floor models—attractive lamps intended for home use. The lamps are in Early English design with old brass finish. Shade may be had in green or maroon. The table model retails at \$44.50 and the floor model at \$46.50.

The shades on all models are adjustable so that the rays may be directed as desired.—*Electrical Merchandising*, December, 1931.

Vulco Water Heater

Designed to give small quantities of hot water for washing hands, shaving and other uses where conservative quantities of hot water are desired, is the new "Vulco" electric water heater of the J. R. Ackerman Corporation, 1528 Walnut Street, Philadelphia, Pa. Tested by Electrical Testing Laboratories, which reports: "Heater ruggedly built and of pleasing appearance. Possibility of electric shock to person using it seems to have been eliminated."

The heater is attached to the cold water faucet and operates from the lighting circuit. It is made of bakelite, in finishes of black, brown, green, blue and ivory. Intended retail price, \$4 for black and brown; \$4.50 for other colors.—*Electrical Merchandising*, December, 1931.

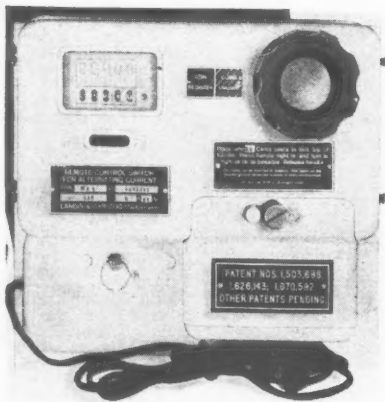


New Electrical Merchandise

Pay-A-Day Coin-Operated Meter

Using as a basis its prepayment electric meter, Landis & Gyr, Inc., 104 Fifth Avenue, New York City, has developed its "Pay-A-Day" coin-operated and coin-collecting device. The present application of the "Pay-A-Day" has been, primarily, in connection with refrigerator sales but it can be applied easily to any number of uses in connection with the renting and selling of appliances and equipment.

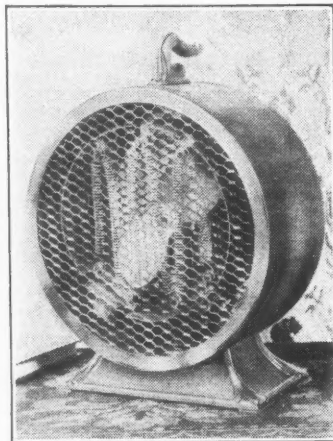
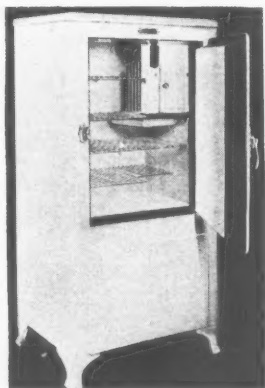
The device is so designed that twenty coins can be paid into it in advance, if desired. It is adjusted, primarily, for the use of the appliance over a 24-hour period but it is possible to obtain the "Pay-A-Day" for other time periods also. It is furnished in the majority of cases, for use with a 25c. piece but can be furnished for other coins as well. Installation is simple. The lead from the appliance ordinarily plugged into the house wiring circuit is inserted into the "Pay-A-Day" unit which is in turn plugged into the regular wiring circuit. Connection from the appliance to the meter can be sealed.—*Electrical Merchandising*, December, 1931.



Holbrook Refrigerator

The Holbrook Manufacturing Company, Los Angeles, Cal., is announcing three new models of electric household refrigerator. These new models, the company points out, are new in every respect. The cabinets have been redesigned and the electric-mechanical unit has been refined and its various co-operating elements re-proportioned.

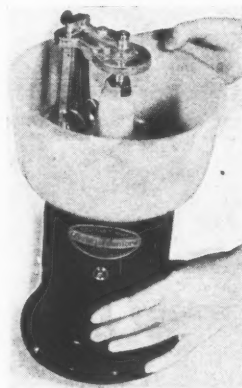
All models are of single door design, the only difference in the cabinets being size and capacity. The respective capacities are 7.07 cu.ft., 5.50 and 4.51 cu.ft. Intended prices, f.o.b. Los Angeles, are \$249, \$215 and \$179.—*Electrical Merchandising*, December, 1931.



Apollo Jr. Portable Heater

In the new "Apollo Jr." portable heater of the American Appliance Company, Kalamazoo, Mich., the outstanding feature is the "Heat Driver." This device consists of a special motor-driven pressed steel fan, 5½ in. in diameter, that drives the heated air (at a rate, it is stated, of 75 cu.ft. per min.) out of the internal unit housing. The motor is of induction type.

The height of the heater is 12 in. overall. Consumption: 1,090 watts at 110 volts, motor and heating element. Finishes are walnut, polychrome, black with silver trim, cracked green with black trim, ivory with black and orchid with black. The intended retail price, east of the Rockies, is \$9.90, f.o.b. Kalamazoo.—*Electrical Merchandising*, December, 1931.



Gilbert Mixer and Extractor

The A. C. Gilbert Company, New Haven, Conn., is now offering the well-known Sunkist Jr. juice extractor with the Gilbert rotary beater. The combined unit is priced to retail at \$17.45. Beater attachment for Sunkist Jr. extractors now in use, \$5.50.

In the new mixer, the agitator itself revolves around the inside of the stationary bowl. The agitator blades are easily detachable for washing. The bowl is of 2-qt. capacity. Changing from the beater to juice extractor, it is pointed out, is merely a matter of seconds.

The base of the new model is finished in black lacquer; the extractor bowl and the beater bowl are of jade green glass.—*Electrical Merchandising*, December, 1931.

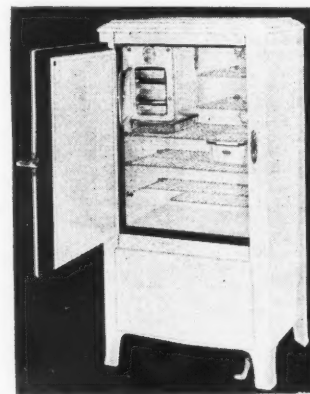
Seven Leonard Refrigerators

Seven new models of electric refrigerator have been announced by the Leonard Refrigerator Company, Detroit, Mich.

All of the new models, with the exception of the apartment house model are equipped with the new "Len-A-Door" which permits opening of the refrigerator door by a foot pedal.

These new models are available in 4, 4½, 5½, 7½ and 8½ cu.ft. sizes.

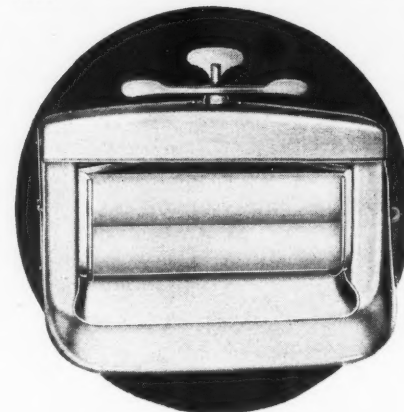
Special features are the Chill-o-Meter, giving a choice of eight freezing speeds; all-porcelain cooling unit with chrome-plated door; metal Sanitrays with rubber grids for easy removal of cubes; egg basket; automatic electric light standard on porcelain models; lacquer models grooved for installation of light at small additional cost; vegetable crisper; table top; chrome-plated hardware; high legs.—*Electrical Merchandising*, December, 1931.



New Departure Wringer

In the new washing machine wringer developed by the Corcoran Manufacturing Company, Cincinnati, Ohio, the entire frame, with the exception of the top bar only, is drawn and formed out of a single solid piece of steel. This exclusive construction, the company points out, eliminates all seams, welds and cracks, therefore eliminating any tendency to hold water and start rust.

The drain board is formed with a "back-bone" of steel between the vertical posts or housings, making a very rigid frame and doing away with any possibility of spreading or weaving of the frame structure. One of the vital features of the wringer is the ease and quickness of pressure release. It has an instantaneous, positive acting pressure release invented and patented by G. H. Jantz. The Corcoran Manufacturing Company has been engaged in the production of sheet metal parts in Cincinnati for the past sixteen years.—*Electrical Merchandising*, December, 1931.



Electrical Merchandising, December, 1931

Round *the* ELECTRICAL MAP



RIGHT

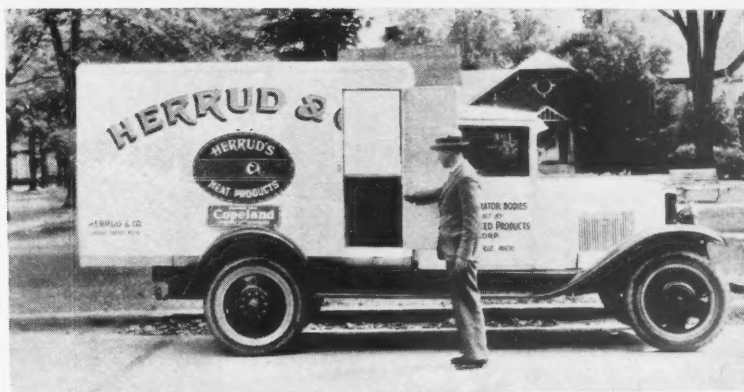
Earl Carroll's new Vanities makes more than ordinary use of electricity. Not only is the stage equipped with an elaborate color organ, but the dancers themselves have special pumps equipped with flashlight bulbs which, on a darkened stage, give a flashing effect

BELOW

A caravan of Chevrolet trucks touring the country includes this truck body electrically refrigerated by Copeland. It is intended for meat, fruit dealers, etc., and will facilitate fast movement of perishable products

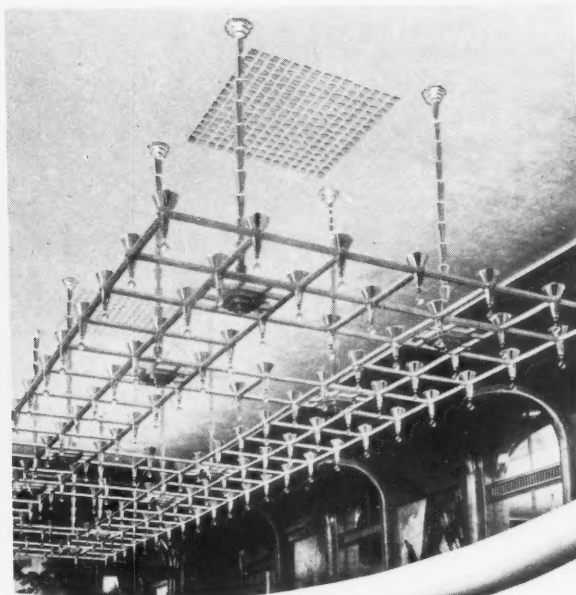
BELOW

Things get easier all the time. You don't even have to turn on this drinking fountain. It is an electric water cooler which automatically turns itself on. The head intercepts a tiny beam of light shining on an electric "eye" or photo electric cell, causing the water to flow



LEFT

This unique lighting fixture in the Sert Room of New York's new Waldorf-Astoria has caused considerable comment. Polished steel reflectors throw the light of 150 incandescent lamps on the ceiling



PUBLIC

that yields



GENERAL  ELECTRIC
ALL-STEEL REFRIGERATORS

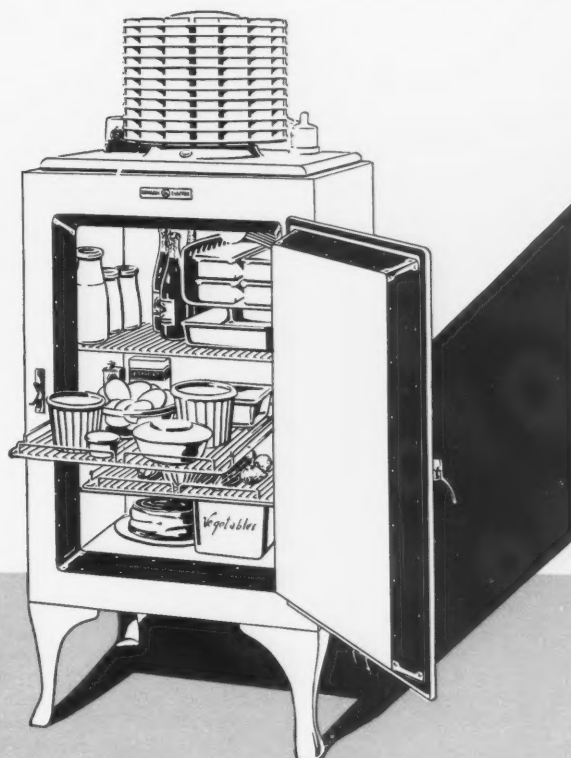
PREFERENCE

greater NET profits to dealers

MORE than a MILLION General Electric Refrigerators in little more than three years! Concrete evidence of public preference . . preference that is constantly growing, because an unparalleled performance record has turned more than a million users into G-E salesmen. And now . . thanks to this continued public preference . . the second million is well on the way.

Less sales resistance, quicker turn-over, larger volume . . and a product that *stays* sold! That's why General Electric dealers show a greater NET profit every month . . . every year. Back of a 4 year spotless record of product performance is the strongest dealer support known to the industry. All year 'round national magazine advertising, and outdoor posters, spectacular signs, radio, local newspapers, direct-mail to selected prospect lists, special floor, window and show-room displays, keep the public constantly conscious of the General Electric Refrigerator and the local dealer who serves each community. Salesmen are given special training and provided with selling tools that open prospects' doors. Slide films for home presentation bring the G-E story to the home-maker in her own language, in her own living room. Local, sectional and national contests keep the interest of salesmen constantly at a high pitch.

Powerful dealer support, splendid product performance, and such vital sales advantages as the famous Monitor Top, the sealed-in-steel mechanism, ALL-Steel cabinet construction, Sliding Shelves, acid-resisting porcelain interiors . . unite to speed up turn-over, increase sales volume and produce greater NET profits for General Electric dealers! General Electric Company, Electric Refrigeration Department, Section DE12, Hanna Building, 1400 Euclid Avenue, Cleveland, Ohio.



Sliding Shelves bring food in easy reach; exclusive with General Electric.

All Porcelain Super-Freezer. Sanitary. Open . . Everything simple and efficient.

All-Steel Cabinets, porcelain lined interiors are acid and stain resisting.

Monitor Top, mechanism sealed-in-steel, never needs attention — not even oiling.

Electrical Folks



BROWN

Formerly with the Ohio Brass Company, George W. Brown has been appointed manager of N.E.L.A.'s Refrigeration Bureau. His the job of promoting another 1,000,000 refrigerator sales in 1932. G. W. Allison will contact the field.



NORRIS

Succeeding Miss Clara Zillesen of the Philadelphia Electric Company, Miss Helen Norris of Chicago's Commonwealth Edison Company becomes the new chairman of the Women's Committee, N.E.L.A. See story below.



FREER

In charge of home economics for the Brooklyn Edison Company, Miss Florence Freer has been appointed Chairman of the Home Service Sub-Committee, Women's Committee, N.E.L.A., succeeding Ada Bessie Swann, resigned.



JAEGER

Formerly vice-president in charge of sales, Leonard Refrigerator Company, August H. Jaeger goes back to his first love, the electric range, as sales manager for Electromaster, Inc., makers of Electro-chef.



LEAVENWORTH

From agency account executive and executive capacity on sales, advertising and administration for the Austin Company, Ralph Leavenworth has been appointed general advertising manager of the Westinghouse Electric & Mfg. Company.

Miss Helen Norris New Chairman of Women's Committee

Succeeds Miss Zillesen of P. E.

Announcement is made by Mr. D. C. Green, chairman, Public Relations National Section, of the appointment of Miss Helen Norris, Commonwealth Edison Company, Chicago, as Chairman of the Women's Committee to succeed Miss Clara Zillesen, resigned.

Miss Norris has been in the employ of the Commonwealth Edison Company since 1914, when she accepted the position of Librarian. In 1921 she was appointed Dean of Women and is now serving her company in that capacity.

Miss Norris, who has served on a number of N.E.L.A. Committees, is ably fitted to carry on the work as Chairman of the Women's Committee.

Ralph Leavenworth Appointed Westinghouse Advertising Manager

Ralph Leavenworth has been appointed general advertising manager of the Westinghouse Electric and Manufacturing Company, according to an announcement made by J. S. Tritle, vice-president and general manager. He will have charge of all advertising and publicity activities of the company, the announcement reads, including the advertising division of the merchandising department, now centered in Mansfield, Ohio.

The business career of Mr. Leavenworth, prior to his association with the Westinghouse Company, has been one in which sales and advertising administrative work have been closely paralleled.

Graduating from Hamilton College, Clinton, N. Y., in 1914, he became associated with the Y.M.C.A., with headquarters in Cleveland and remained with that organization four years. After the war he joined the Standard Parts Company, also located in Cleveland, and except for a short period, during which he served as personnel director for a publishing firm, he was advertising manager of this concern, until 1923. In that year he became an account executive for Paul Teas, Inc., an industrial advertising agency. He remained with this firm six years, becoming in that time part owner of the company.

January 1, 1930, he joined the Austin Company, of Cleveland, one of the world's largest engineering and building organizations, as assistant general sales manager. In this work he served in an executive capacity on sales, administrative and advertising work concerned with this international organization. His appointment to Westinghouse followed.

Brown New Refrigeration Bureau Manager

Allison to Devote Time to Field

Mr. George N. Brown, formerly associated with the Ohio Brass Co., has joined the Commercial Staff of the National Electric Light Association as manager of the Electric Refrigeration Division. Dr. G. W. Allison will hereafter devote his entire time to the field.

Mr. Brown, after graduating from the Electrical Engineering Department of Cornell University, spent eight years in Electrical Railway work, which was followed by three and a half years in the army. This included duty on the Mexican border and a year and a half in France as a Captain of Engineers.

Since the war Mr. Brown has been in electrical sales work, first as manager of the New York office of the Pittsburgh Transformer Co., and then as Vice-President in Charge of Sales of this company in Pittsburgh.

In 1927 he joined the sales organization of the Ohio Brass Co. as District Manager, first of the Philadelphia office, and later the New York office.

Signal Appoints Four Representatives

The Signal Electric Mfg. Company, Menominee, Michigan, announces the appointment of four new direct factory representatives. The new representatives are: Handel-Davies Company, Cleveland, Ohio; P. M. Day & Company, Detroit, Michigan; Scott-Jacqua, Inc., Indianapolis, Ind., and Mr. W. C. Laing, Cincinnati, Ohio.



WILCOX

Succeeding R. A. Lundquist, E. H. Wilcox, long familiar with export work, has been appointed manager, export division of the Kelvinator Corporation.

R C A Earnings Up

Total gross income of \$73,638,019 and net income of \$3,957,489 for the Radio Corporation of America and its subsidiaries for the first nine months of the year 1931 were announced by David Sarnoff, President of the Corporation.

During the same period last year the gross income was \$85,150,256 and the net income \$870,753. The statement for the first nine months of the current year shows earnings of \$22,980 in excess of dividend requirements on the preferred stocks.

For the third quarter of the year 1931 the gross income of the Corporation and its subsidiaries was \$25,664,292 and the net income \$1,318,785. The statement shows that earnings for the third quarter of the year 1931 were \$17,685 in excess of dividend requirements of the preferred stocks.

in the Month's News

Jaeger Made General Sales Manager for Electrochef

Formerly Vice President of Leonard

The appointment of Mr. A. H. Jaeger as general sales manager is announced by R. B. Marshall, general manager of Electromaster, Inc., Detroit, manufacturers of Electrochef electric ranges.

Mr. Jaeger's experience in the electrical specialty field has been extensive. As manager of an electrical jobbing house in Seattle, he promoted the sale of many major electrical household devices and electrical supplies. In 1916, he became the range specialist of Hotpoint Electrical Heating Company of California. In 1926 he was appliance division sales manager of that company; he resigned to become sales manager and secretary of the Leonard Refrigerator Company, of Grand Rapids, Michigan. He subsequently was promoted to first vice-president in charge of sales.

Mr. Jaeger has been a practical student of methods for merchandising and marketing major household devices. His contacts with hardware, electrical, and furniture distributors, electrical utilities, and department and specialty stores have covered the entire United States. Jaeger served on the first merchandising committee of the N.E.L.A. and later on the electric refrigerator committee.

Radiotron and Cunningham Unify Tube Sales Activity

E. T. Cunningham, President of the RCA Radiotron Company, Inc., and G. K. Throckmorton, President of E. T. Cunningham, Inc., announced today the unified direction of Radiotron and Cunningham sales activities, effective immediately. At the same time, Mr. Cunningham made known the following appointments:

G. C. Osborn, Vice-President in Charge of Sales.

Meade Brunet, Eastern Sales Manager, New York City.

H. C. Brown, District Manager, Boston, Mass.

W. H. Clarke, District Manager, Buffalo, N. Y.

W. H. Thompson, District Manager, New York City.

F. B. Wanselow, District Manager, Philadelphia, Pa.

M. F. Burns, Central Sales Manager, Chicago, Illinois.

L. W. Teegarden, District Manager, Cleveland, Ohio.

R. A. Graver, District Manager, Atlanta, Ga.

N.E.L.A. Electric Refrigeration Bureau to Carry On

"Another Million in 1932" Slogan

Plans were approved recently by the Executive Committee of the Electric Refrigeration Bureau to carry on during 1932 the greatest cooperative advertising and selling activity in the history of the electric industry. This announcement was made following the meeting held at the National Electric Light Association headquarters by J. E. Davidson of the Nebraska Power Company of Omaha, who is national chairman of the Bureau.

The plans submitted to the Executive Committee at its meeting were submitted by the Plan Committee of the Bureau. The Plan Committee held two meetings: one in Chicago, and one in Cleveland.

"Our cooperative advertising and selling experience during the current year has proven to us that intensive advertising and selling can produce results in spite of the present economic distress," said Mr. Davidson. "At the beginning of our program this year our goal was one million refrigerators—an ambitious program for these selling times. Reports from local co-operative bureaus already tabulated show that our cooperative advertising and selling has made the people of America 'food preservation conscious.' By the end of the Christmas selling activity we are confident that we

will exceed our goal of one million refrigerators sold during 1931."

At the meeting held at the offices of the National Electric Light Association, the committee decided to increase its advertising expenditure. The budget of the National Electric Refrigeration Bureau calls for the expenditure of \$412,000—this money to be subscribed by the electric refrigerator manufacturers.

Of this total amount more than \$300,000 will be spent in national magazines, and more than \$2,500,000 more will be spent in local newspapers and for radio and outdoor advertising by the local bureaus and central stations.

The National sales quota will remain at 5% of domestic customers or approximately one million refrigerators. The slogan of the campaign will be "Another million in 1932."

It is suggested that local budgets amount to \$2 per refrigerator of expected sales as based on quota and that this amount be in addition to any regular commercial expenditure for the furtherance of electric refrigerator sales or promotion.

The publicity and advertising program of the Bureau will emphasize "All year round refrigeration" and "Invest in an electric refrigerator."

Fifth Mid-Winter League Conference to Be Held in Philadelphia

Meetings Scheduled for January 25-27

At a recent meeting of the Executive Committee of the League Council, presided over by Chairman J. J. Caddigan, invitation from the Electrical Association of Philadelphia, to hold the Fifth Mid-Winter Conference of Electrical Leagues in that city, was accepted. The dates decided upon are January 25 to January 27, 1932, inclusive.

Mr. Caddigan appointed a committee consisting of D. C. Birdsell, Chairman, H. A. Brooks, J. E. North, R. S. Steffens and L. E. Moffatt, to develop the business program. This three-day program will be devoted to open forum discussions of league managers' problems, a resume of last year's activities which have been successful and others which have been unsuccessful and prospects for the ensuing year. This type of program will be of interest not only to league managers but also to executives in all branches of the industry desirous of obtaining latest information on co-operative market development. A high spot of the meeting will be addresses of two or three prominent executives.

Dr. Parmelee Made McGraw-Hill Vice President

Dr. H. C. Parmelee, editorial director of the McGraw-Hill Publishing Company has been appointed editorial director and vice-president, according to a recent announcement by Malcolm Muir, president.

Born in Omaha, Nebraska, December 4, 1874, he was educated in Omaha public schools and later in the University of Nebraska. At the latter Institution he pursued the chemical physical group of studies receiving the degree of B. Sc. in 1897, and A.M. in 1899. Was undergraduate assistant in chemistry at the University for one year and graduate instructor for two years. This period was followed by several years of commercial laboratory work, first as assistant chemist for the Union Pacific Railroad Company and later as Chief chemist for the Globe plant of the American Smelting and Refining Company. Three years were spent as a consulting chemist in Denver after which he entered editorial work, first as editor of Mining Reporter, Denver, and successively as editor of the Western Chemist and Metallurgist, western editor of Chemical and Metallurgical Engineering and finally editor of that publication.

Curtiss Succeeds to Waterbury Presidency

At a recent meeting of the board of directors of the Waterbury Clock Company, of Waterbury, Conn., Irving H. Chase, formerly president, was elected chairman of the board of that company; C. W. Curtiss, of South Orange, New Jersey, president and general manager; and Wm. H. White, of Waterbury, treasurer.

E. L. Sutton, District Manager, Chicago, Illinois.

F. H. Larrabee, Western Sales Manager, Kansas City, Missouri.

H. A. Edwards, District Manager, Minneapolis, Minn.

J. P. Jeter, District Manager, Kansas City, Mo.

J. W. Cocke, District Manager, Dallas, Texas.

F. A. Mulvany, District Manager, San Francisco, Cal.

F. E. Harding, District Manager, Seattle, Washington.

SERVEL CHIEF



While Servel distributors, salesmen gathered in great numbers for the annual sales convention of the company, held at Evansville, Ill., F. E. Sellman, vice-president in charge of sales, found time to reflect on his company's success in 1931, its even greater possibilities for the coming year.



Look
for the shield
of quality



GraybaR

OFFICES IN 76 PRINCIPAL CITIES.
EXECUTIVE OFFICES: GRAYBAR BLDG., NEW YORK.

The MISSING LINK

Too many times in merchandising there's a "missing link" between the consumer, the dealer, the wholesaler and the manufacturer.

This "missing link" must be found if you as a dealer want to realize the full sales value to consumers of the nationally known products you handle.

Your shelves and your floor may be well stocked with nationally known products, but unless the shopper knows they are there, she may pass you by.

Strong, colorful, attractive window displays are the visual "missing link." Eye appealing Posters for walls, delivery trucks and inside your store make this link even stronger.

Graybar dealers need have no missing link in their merchandising chain. There's a Graybar Display and a Graybar Poster for every major Graybar Appliance or Radio. Write today for full information on Graybar Displays and the Graybar Dealer Poster Plan. You can't afford to have a "missing link" in your business.

GRAYBAR ELECTRIC COMPANY, Graybar Building, New York, N. Y.

Gentlemen:—Please send me full details on Graybar Displays and the Graybar Dealer Poster Plan.

EM 12-31

Name.....

Address.....

LIKE MAGIC THIS NEW LOW PRICED
WASHER SWEEPS THE COUNTRY

ABC

Liberty

MODEL 10



IT'S a sensation! From Maine to California, and from the Arctic to the Gulf come the enthusiastic reports from ABC Distributors and Dealers, that the new low-priced Liberty is a victory—a triumph of quality and super-value. Every day new reports confirm the sweeping success of the new ABC Liberty. ABC's factories are working day and night to meet the demand—carload after carload—a literal flood of orders.

With the addition of the brand new low-priced Liberty, ABC today presents a line that leads them all by such a wide margin that, to paraphrase a famous quotation, "there is no second." What Distributor or Dealer can't meet all competition and do a real job of merchandising with the ABC Liberty? What ABC Dealer can't more than meet competition with the low-priced Spinner 77 in the centrifugal dryer field, the ABC Companion in the square tub field, and the ABC Playmayd in the intermediate field?

Here, indeed, is a line that talks out loud, a quality line that is priced right.

Conceived and designed to meet present conditions, the new ABC Liberty is more than doing this as exemplified by the tremendous demand from Coast to Coast.

Let us send you a sample—just one look at the Liberty will convince you that this new low-priced, high quality ABC washer is just what you need to start the ball rolling.



Above—New ABC Liberty. Full 55-lb. capacity. Beautiful two-tone grey with grey stippled porcelain tub, enameled inside and out. Exclusive ABC non-crush wringer. Westinghouse Motor. Three-wing aluminum agitator. Direct worm gear drive. Bronze bearings. All parts exposed to water are rust-proofed. Built to stand the gaff—no service problem.

Below—The peer of them all—the ABC Model 77 Spinner—the popular priced centrifugal dryer washer that has no competition. These two models, together with the other ABC models, provide the type, size, style and priced washer for every kind of buyer.

ALTORFER BROS. COMPANY (Est. 1909) PEORIA, ILLINOIS

..How **EASY** more profit

The national average for retail washer sales in 1931 is about \$85 per washer, with many dealers doing less than normal business. . . . EASY dealers' sales have averaged \$109 per washer in 1931. Yet they sold more washers! More than in 1930!! MORE EVEN THAN IN THE GREATEST OF BOOM YEARS!!!...How do they do it? EASY dealers are taking the same kind of prospects on which other dealers average only \$85 and less and are stepping them up to a \$109 average. The most aggressive dealers sell far above this \$109 average. . . . Remember, the real profit is made in this big step from \$85 to \$109, and above.

*If YOUR average
washer sale is less than
\$109, now is the time
to line up with Easy.*

EASY

dealers made in 1931!

The remarkable success of EASY dealers in 1931 is due to three things—

1. A complete line giving a full price range—plus *visible extra* time- and labor-saving features that *justify* each increase in price.
2. The EASY "Step" Plan of selling.
3. The national acceptance and assurance of quality which the name EASY gives.

No other line of home laundry equipment can compare with the EASY line in building up a sale. Take EASY Model 2-W (illustrated) in the \$120 class for instance. A prospect can be easily "stepped up" to this big value by demonstrating these two extra *visible* features—

1. Vacuum cup washing principle—the safest and gentlest washing method ever perfected by science. Three large vacuum cups flush air, soap and water back and forth through the clothes by air pressure and suction. Thoroughly cleanses between the mesh of the cloth as well as the surface.
2. The EASY centrifugal pump empties the water through a hose into sink or drain at touch of button. With it, there are—no wet feet—no after mess to clean up—no heavy buckets to lift.

EASY Model 2-W is only one step in the EASY "build-up" selling program. Write, wire or phone for complete information.

Syracuse Washing Machine Corporation
Syracuse, New York

WASHERS & IRONERS



Other outstanding features—Extra large balloon wringer rolls—8-pound washing capacity—beauty of appearance—same color design and finish as highest-priced models.

It's Going



THE NEW MAYTAG HAS

- Platinum Gray Porcelain-on-Steel Tub
-
- Gyrafoam Principle Originated by Maytag
-
- Sediment Zone under Countersunk Gyrotator
-

Heat Treated Gears and Segment... Silent, Oil Packed Power Drive

-

Divided Wringer with Extra Large Rolls

-

Rubber Mounted $\frac{1}{4}$ hp. Motor... ample to operate washer and wringer at the same time

The **NEW MAYTAG**

that sells
for....

\$ **79** ⁵⁰

Prices slightly higher in Rocky Mountain Regions, Pacific Coast and Texas Territory.

BIG

On November first, Maytag introduced the Model 15—a Maytag quality washer at \$79.50.

The demand was ready-made. Two million Maytags in two million homes have so firmly and favorably established the Maytag name that the announcement came as a real sensation.

The result was exactly what you'd expect. Sales have been tremendous—so great as almost to tax the capacity of the world's largest washer factory.

There is a demand for Maytags in many territories still open for live dealerships. It's time for action. Mail the coupon today and get the details.

THE MAYTAG COMPANY NEWTON, IOWA
Founded 1893



WASHER . . TABLE IRONER

**MAYTAG'S ADVERTISING FUNDS ARE SPENT
WHERE MAYTAG DEALERS GET FULL BENEFIT**

Newspapers

Radio

Truck Banners

Window

Displays . . .

Farm Papers . . And

Many Other Local Helps

C O U P O N

THE MAYTAG COMPANY
Sales Department Newton, Iowa

Please send me particulars of Maytag's complete line of washers.

NAME

TOWN

STATE

FEWER COMPLAINTS

... more Satisfied Customers



U. S. Patents 1,419,564
1,604,122 — 1,697,954
Other patents pending.
Foreign patents.

from Products Equipped with **SHAKEPROOF** Lock Washers

WHEN you sell a washing machine, radio, vacuum cleaner or any other device, you know that you are likely to have calls for service. These calls cost you money and reduce your profits, but you must keep your customers satisfied.

Products that are equipped with Shakeproof Lock Washers will need less service because they are thoroughly protected against vibration. The twisted steel teeth of this marvelous locking method dig into both the nut and the work surface and they cannot let go. This prevents faulty connections—lost parts and poor performance that is so often due to ordinary washers.

Test Shakeproof Lock Washers on your next service job and you'll realize why leading manufacturers in over 100 industries are now using this washer. Send for samples today.

*Insist on Shakeproof equipped products—it means
bigger profits for you!*



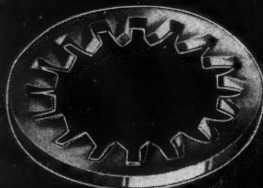
"It's the Twisted Teeth
that lock"

SHAKEPROOF Lock Washer Company

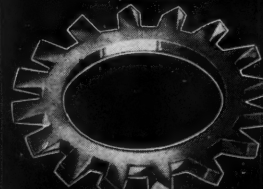
{Division of Illinois Tool Works}

2535 KEELER AVE.

CHICAGO, ILLINOIS



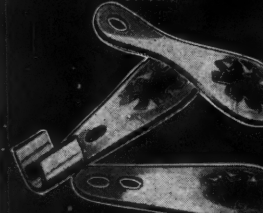
Type 12. Internal
For S. A. E. and Standard
Machine Screws



Type 11. External
For Standard Bolts
and Nuts



Type 15. Countersunk
For all Countersunk
Screws



Type 20. Locking Terminal
For Radio and Electrical Work



The
most important message
in the history of the
Electric Range Business

ELECTRIC range sales are now past the million mark—and only because women have found *electric* cookery infinitely better and easier.

This is significant, when we consider how small an effort has been made in the past to tell women about the advantages of electric cookery.

Now a tremendous sales and advertising program is inaugurated to tell the story to *every* woman. The industry goal is another million electric ranges in the next three years—*years of golden opportunity for those who hitch their selling efforts to this powerful program.*

Geoff Hughes
President

EDISON GENERAL ELECTRIC APPLIANCE CO., Inc.

Another member
of a
distinguished
family

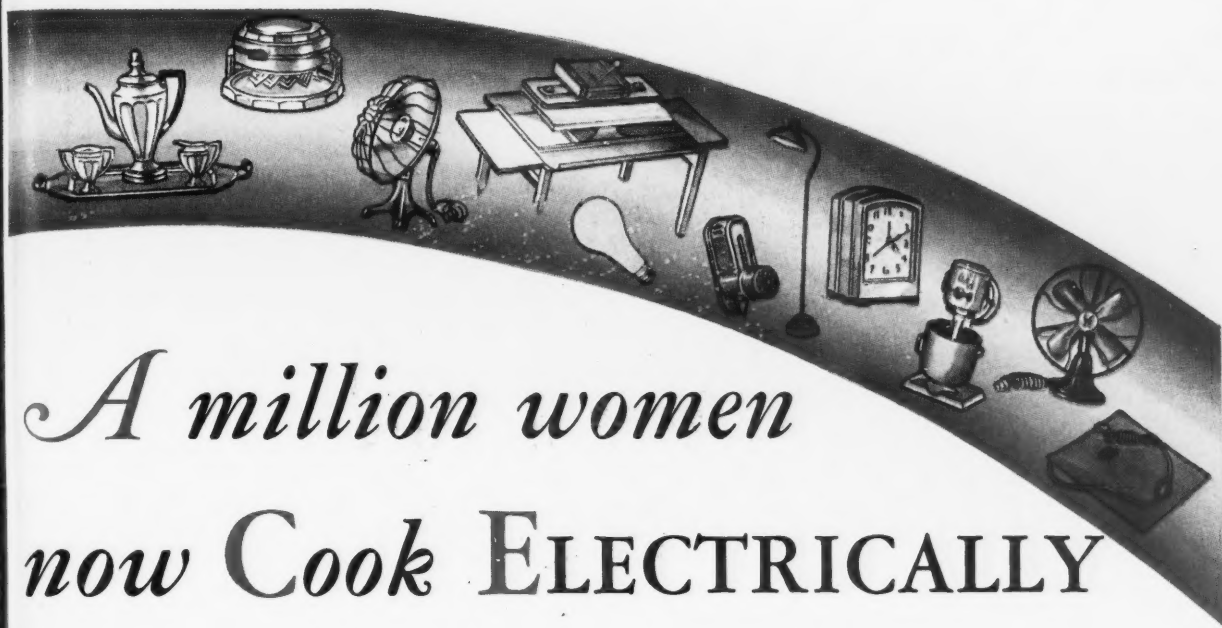
On land and sea, in farm home and city apartment, hundreds of General Electric servants are lifting burdens, lengthening lives, making this world a better place in which to live. The flip of a finger now transforms night to day. A touch—and music floats through the ether into our homes. Over slender threads flows magic that makes cold—or heat—or that performs countless labor-saving tasks.

GENERAL
Hotpoint

THIS IS THE OPENING GUN

Advertising program includes such magazines as:

The Saturday Evening Post Liberty Collier's Better Homes & Gardens



A million women now Cook ELECTRICALLY

General Electric's new invention makes electric cookery easier, faster, more economical.

ALADDIN dreamed of magic. In our generation women have *real* magic at their finger tips.

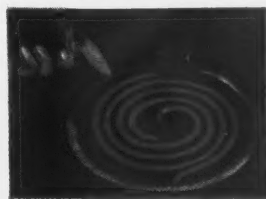
In over a million American homes women are now cooking with a magic, modern heat that has no flame! At the flip of a switch flows heat which is as pure as concentrated sunshine. For the first time in history women have a *clean* heat, over which pans stay bright and new for years.

General Electric Hotpoint cooking does not require watching or basting. Complete meals cook themselves *automatically*—while the Mistress of Magic is free from her kitchen. The oven turns on

while she is away, keeps at the right heat—and turns off again just before mealtime. It cooks with such perfect precision that cooking methods are now vastly simplified. Its so easy that even a child can bake beautiful, light, fluffy cakes.

A great General Electric invention, the Hi-Speed CALROD heating element, has made this magic heat faster than fuel. Yet it is so accurately *controlled* that a panful of potatoes is boiled in half an inch of water without burning.

General Electric has made this modern way to cook so economical that the average cost is *less than one cent a meal a person*.



This million dollar invention

of General Electric... the Hi-Speed CALROD electric heating unit... has made electric cookery even faster and more economical than ever before. It is sealed in steel—practically indestructible.

Electric Companies and dealers will be glad to show you models of General Electric Hotpoint ranges to meet every need, at prices to fit every purse. Or mail coupon for the book "The Story of Electric Cookery."



Edison General Electric
Appliance Co., Inc.,
5600 West Taylor Street
Chicago, Ill.

Name.....

Street.....

City.....State.....

ELECTRIC
AUTOMATIC ELECTRIC RANGE

Good Housekeeping

Ladies' Home Journal

Woman's Home Companion

McCall's Magazine

Delineator

Country Gentleman

and other magazines

Leading newspapers everywhere. 53 N. B. C. radio stations every week of the year



400 Million Dollars *for the electrical industry*

TO the utilities it will mean greatly increased use of electricity—and a million more homes with a deeper appreciation of the service which electricity renders.

To retailers of electrical equipment the program will bring an opportunity to cooperate wholeheartedly with the public utilities and to get a large share of the merchandise profit

from the sale of a million ranges.

To electrical contractors, the profit from millions of dollars worth of wiring—and greatly stimulated employment.

And for other electrical manufacturers, employment for their people in the production of switches, wire, conduit and other necessary electrical service materials.

For complete information as to how *you* can identify yourself with this selling program, address

EDISON GENERAL ELECTRIC APPLIANCE CO., Inc.
5600 West Taylor Street, Chicago, Ill.

GENERAL  ELECTRIC
Hotpoint

Your Customers Will Want This New and "Different" Practical XMAS GIFT

Easy-Out ALL-METAL TWIN ICE TRAY

Easy-Outs provide a useful and "different" gift for this practical Xmas—a gift that will be used several times a day and each time will remind the user of the giver's thoughtfulness. Each Easy-Out is done up in a Christmas Gift Wrapper. Included is an exchange card which removes the gift sales objection when the correct size is not known.

Dealers who sell Easy-Outs can cash in on this desire for something new in Xmas gifts. Display the Christmas Gift Packages in refrigerators on your showroom floor. You can easily include the cost of the Easy-Outs in the delivered price without increasing sales resistance and thus make an extra profit. Sell Easy-Outs to the window-gazing Xmas traffic by displaying them in your windows, too.

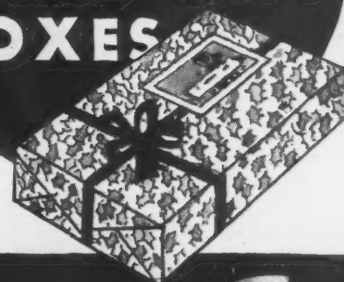
We will supply FREE Xmas newspaper mats for you to run in your local newspapers. People who come in to buy Easy-Outs for gifts may be prospects for refrigerators.

Send in your order right away for a supply of Easy-Outs in the attractive Christmas wrapper which covers the standard carton and adds a seasonal appeal. A gift label makes the package a completely wrapped gift package. Get your share of this Christmas accessory business by taking full advantage of the unusual appeal of Easy-Outs. If you do not now carry Easy-Outs, send in your order today.

PERSONAL TRIAL TRAY FOR \$1

All dealers who write us on their own orders or letterhead as proof of bona fide interest in refrigerator selling will be sent a personal trial tray for \$1. Number limited to one tray per customer. Please give size of tray you are now using and make of refrigerator, when ordering

IN SPECIAL
XMAS GIFT
BOXES



No water is needed to remove the ice from the Easy-Out. Just press down sharply on ends of grid. Lift out the grid and twist or flex it. If an abnormal freezing condition occurs, a dash of water on back of tray produces immediate results.

REFRIGERATION
ACCESSORIES
DEPARTMENT OF

M'CORD

RADIATOR
& MFG. CO.
DETROIT, MICH.

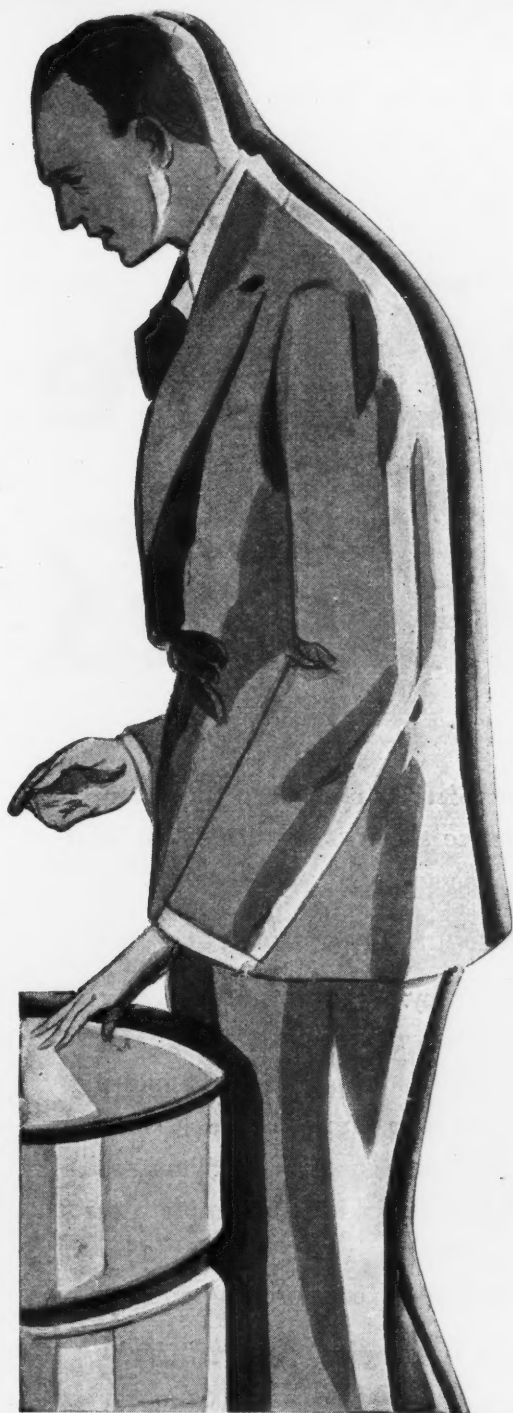
"I insisted that
my mother
see this
Lovell"



LOV PRESSURE

© L. M. CO., 193

AND PRESSURE IS NEEDED TO



The Mother: I thought I might give my daughter a washing machine for her birthday. And she wanted me to see this machine with the Lovell what-is-it.

Salesman: The Lovell Pressure Cleanser. Yes, I'll be very glad to show you, and I think you will appreciate its effectiveness even more than your daughter.

The Mother: I am not always sold just because a thing is new.

Salesman: The Lovell Pressure Cleanser has retained all the fine points of the wringer, but it has gone forward, setting the pace for washing machine development. Until today we have it in its present perfection, aptly named Pressure Cleanser.

The Daughter: You explained before why the clothes were cleaner and whiter.

The Salesman: Yes, that is certainly the result. The Lovell Pressure Cleanser increases the value of the soaking and slushing by squeezing out the last vestiges of loosened dirt and soap. The scientific adjustment is perfectly balanced to guard the fabric and remove the soil.

The effectiveness of the Lovell Pressure Cleanser appeals to all ages. The younger generation appreciates its modern touch. The older generation recognizes the vital advance in washing procedure that Lovell typifies. Lovell national advertising reaches this combined market.

Lovell rolls are standard for all repair purposes.

LOVELL MANUFACTURING COMPANY
ERIE, PENNA.



IE IL IL CLEANSER

MAKE CLOTHES REALLY CLEAN

... More on Christmas

MANY a dealer of electrical appliances is going to make a substantial profit this season from Christmas sales of WESTINGHOUSE Refrigerators.

The new standard models, because of their ample size and capacity, are finding an ever-increasing market in all parts of the country in homes which can afford only a moderately priced electric refrigerator. Forceful national advertising in the leading magazines, supplemented with powerful point-of-sale newspaper advertising, is serving to make WESTINGHOUSE the accepted Christmas gift.

New, popular-priced models

Models WL73 and WL90, illustrated, are typical of this splendid line. Examine these photographs closely and check over the exclusive



features listed. These are the features that make the WESTINGHOUSE an ideal Christmas seller.

Merchandising aids for you

Behind every WESTINGHOUSE dealer is the great WESTINGHOUSE sales organization with its proved merchandising counsel to help him sell. To assist him are such features as window trims, mailings, folders, booklets, a complete mat service, coöperative newspaper advertising and many other selling aids.

Cash in on this opportunity!

Dealers who are quick to realize the profit opportunities in Christmas sales should cash in on this opportunity. Time is short. Wire us or write us *at once*.

WESTINGHOUSE
ELECTRIC AND MANUFACTURING COMPANY
Merchandising Department • Mansfield, Ohio

Westinghouse Refrigerator

The Name "WESTINGHOUSE" is your guarantee

Profits Sales..

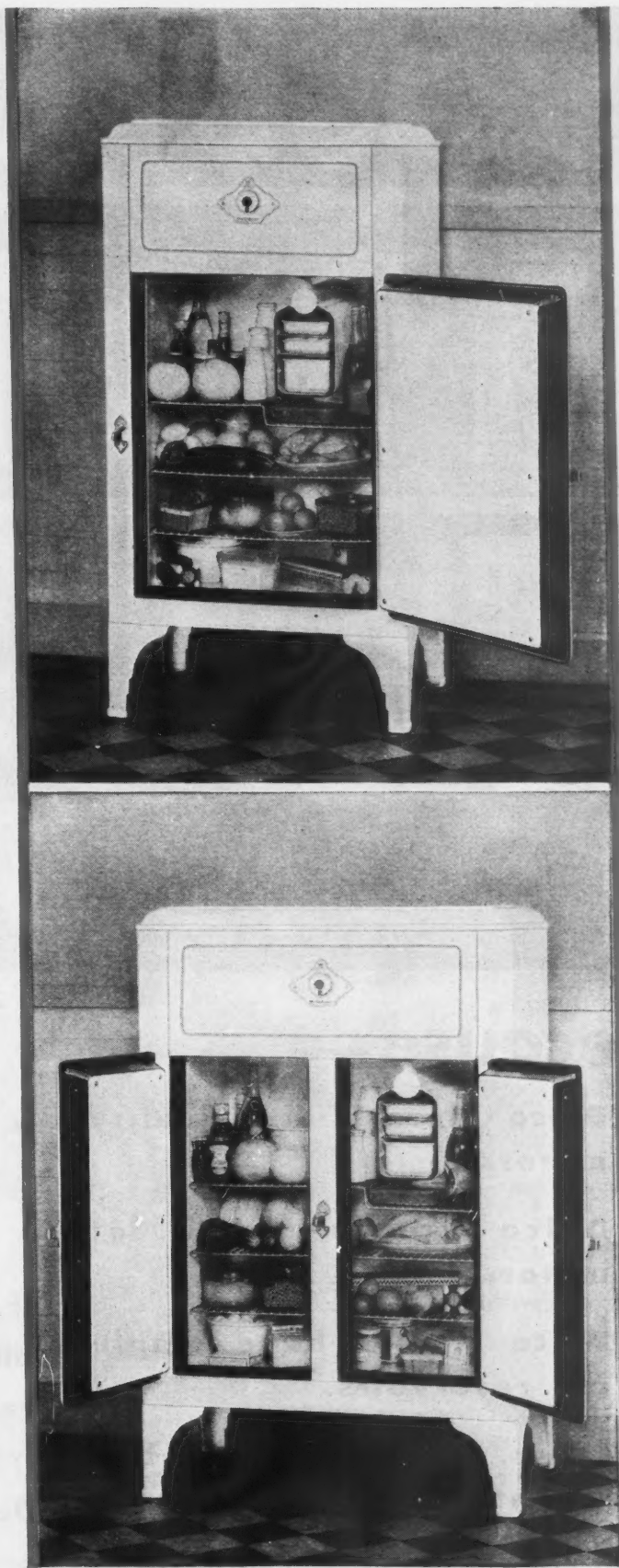
MODEL WL73—Finishes: exterior, lacquer; interior, porcelain. Over-all dimensions: width, $31\frac{7}{8}$ inches; *depth, 22 inches; height, $59\frac{7}{8}$ inches. Shelf area, 11.40 square feet. Usable interior volume, 7.28 cubic feet. Ice-making capacity, 96 large cubes—11 pounds. Has hermetically-sealed, trouble-free Quiet Mechanism; conveniently flat, usable Buffet Top; Arm-high 7-point Temperature Selector; Automatic Built-in Watchman, and other WESTINGHOUSE "Completely Balanced" features.

*Depth, with Air Baffle which prevents recirculation of air, $23\frac{3}{8}$ ".

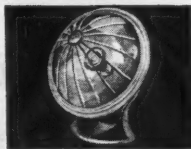
• • •

MODEL WL90—Finishes: exterior, lacquer; interior, porcelain. Over-all dimensions: width, $38\frac{7}{8}$ inches; *depth, $22\frac{1}{2}$ inches; height, $59\frac{7}{8}$ inches. Shelf area, 14.1 square feet. Usable interior volume, 8.98 cubic feet. Ice-making capacity, 96 large cubes—11 pounds. Has hermetically-sealed, trouble-free Quiet Mechanism; conveniently flat, usable Buffet Top; Arm-high 7-point Temperature Selector; Automatic Built-in Watchman, and other WESTINGHOUSE "Completely Balanced" features.

*Depth, with Air Baffle which prevents recirculation of air, $24\frac{3}{8}$ ".



WESTINGHOUSE
Flavor-Zone Electric
Ranges for every
home are profitable
items for dealers.
• A breath of summer in mid-winter!



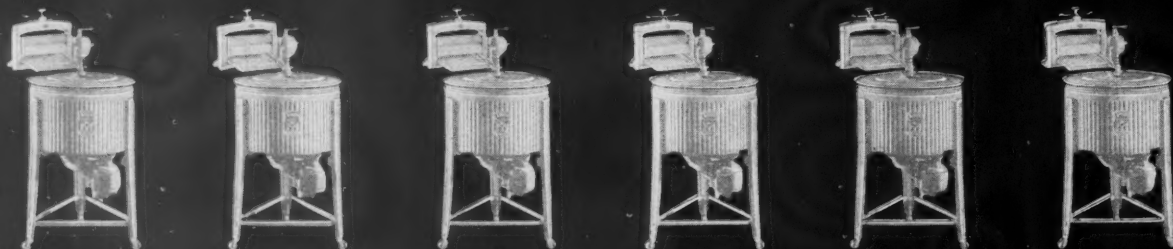
One reason why the
new **WESTINGHOUSE**
Cory Glow is a popular
seller. • What woman
does not want a **WESTINGHOUSE**
Master-Matic



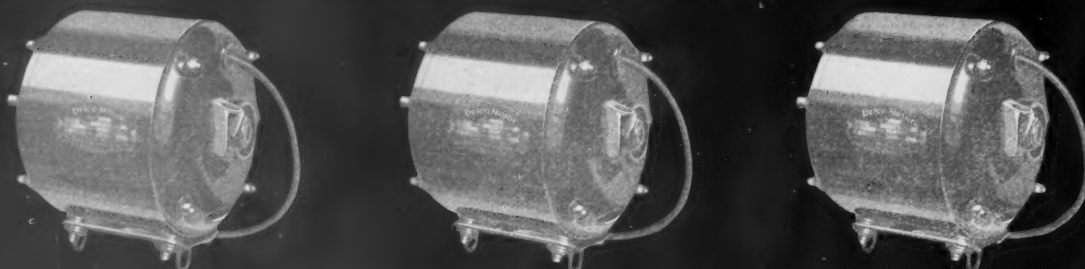
Iron? The country's
leading iron. • The
smart **WESTINGHOUSE**
Columaire Jr.
De Luxe increases
profits for aggressive
electrical dealers.



VOSS ADOPTS



DELCO MOTORS



Because —

- 1** Delco Motors are quality motors.
- 2** Delco Motors are quiet motors.
- 3** Delco Motors have ample oil reservoirs.
- 4** Delco Motors are rubber mounted.
- 5** Delco Motors have ample starting and accelerating torques.

- 6** Delco Motors meet N.E.L.A. starting-current requirements.

• • •

If you have a problem on the application of a motor for an electric refrigerator, washing machine, ironer or domestic oil burner, a Delco engineer will gladly cooperate with you toward its most economical solution.

DELCO PRODUCTS CORPORATION, DAYTON, OHIO

World's Lowest Priced Quality Washer

ONLY
Washer that
Exactly Duplicates
Hand-washing
Action

ONLY
Washer with
Corrugated
Porcelain Enamel
Tub

Lowest priced
Washer Backed
by Big Campaign
of National Advertising

Tested and
Approved by
Good Housekeeping
Institute



\$59⁹⁵
RETAIL

WHAT washer will you sell during 1932, Mr. Dealer? You've certainly had plenty of evidence that *the day of the over-priced washer is gone forever!*

To compete you *must* have a washer of recognized quality to sell at a low price. The public demands it!

Perhaps these facts will help you decide which washer offers you greatest possibilities for maximum profits.

1. The makers of the VOSS were first to recognize the demand for a low priced quality washer, and to supply their dealers with a washer that fully meets this demand. As a result VOSS 1931 sales more than *doubled* the best previous year!
2. The VOSS is unquestionably the leader of the low priced field. It is recognized as the World's Lowest Priced Quality Washer of National Reputation.
3. The VOSS has already established a market by several years of consistent, large-space advertising in Ladies'

addition it has, *exclusively*, the two greatest sales features in washing machine history—an agitator which duplicates *hand-washing action*, and a *corrugated* porcelain enameled tub.

6. VOSS quality and washing efficiency are guaranteed to the purchaser by a printed "Guarantee Bond" from the factory, and also by the famous Good Housekeeping Seal of Approval.

These, Mr. Dealer, are the more important of the many reasons why the VOSS will earn you a bigger profit during 1932 than any other washer.

Home Journal, Good Housekeeping and The Farmer's Wife. No other washer within many dollars of the VOSS price has been nationally advertised.

4. An even *bigger* national advertising campaign in *more* leading publications, will support VOSS dealers during 1932.

5. The VOSS offers every worthwhile feature to be had on any washer and in

Voss with Briggs and
Stratton 4 cycle gasoline
engine only \$99.95 retail.

VOSS
VOSS BROS. MFG. CO.
DAVENPORT, IOWA

A Voss Dealer Franchise
is the most valuable in the
industry today. Write!



DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

IS HOOVER PEAK MONTH

PLAN TO GET YOUR SHARE OF SALES

EVERY HOOVER SALE IS A DEALER SALE

More Hoovers are sold in December than at any other time of the year. Every Hoover dealer benefits by this extra Christmas demand for Hoovers.

Let us remind you to plan your Hoover selling program *now*, so that you will capture every one of these waiting sales.

Make Hoovers a prominent feature of your window displays especially during Hoover Week, December 5th to 12th. Feature them in news-

paper advertising—in mailings to your customers—in floor displays. We have ready for your use a complete new array of selling material covering every medium. We will also be glad to give you special assistance in planning a forceful Hoover drive for December.

Don't forget to feature the special Christmas carton in your Hoover Christmas selling. It is an added inducement that helps swing sales.

THE HOOVER COMPANY, NORTH CANTON, OHIO

The oldest and largest maker of electric cleaners

The Hoover is also made in Canada, at Hamilton, Ontario

The answer—

to the ventilating needs
of home, office, store, in-
dustrial plant and insti-
tution

. . . this seems like a lot of territory for
one line of ventilating fans to cover but
that is exactly what the DIEHL line does.

It's the one line with which electrical
contractors and dealers can fill the de-
mand for every kind of fan from a kitchen
ventilator to a 48" exhaust unit for an
industrial plant.

The possibilities for the sale of venti-
lating equipment never were so encourag-
ing as *right now!* SPECIALIZE on the
DIEHL line—it provides exactly what you
need in a diversity of sizes and types and
in dependability of performance second
to none.

Get your names on our mailing list to
receive the 1932 DIEHL Catalog now in
preparation.

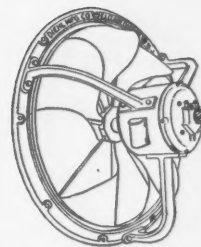
DIEHL MANUFACTURING COMPANY
Electrical Division of
THE SINGER MANUFACTURING COMPANY
Elizabethport, N. J.

Atlanta

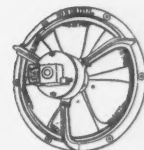
Chicago
New YorkBoston
PhiladelphiaColumbus
St. Louis

Dallas

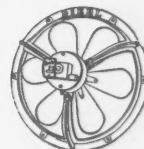
DIEHL Fans



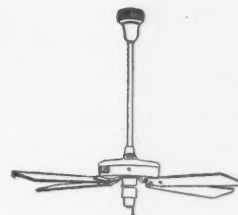
18" to 48" High and Low
Speed Exhaust Fans



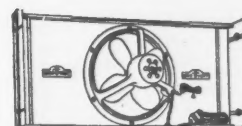
9", 12" and 15" Bucket
Blade Ventilating Fans



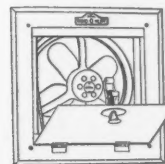
9", 12" and 16" Flat Blade
Ventilating Fans



32", 52" and 56"
Ceiling Fans



Wind-O-Vent Ventilator
Metal or Glass Panel



Wind-O-Vent Wall Cabinet
Unit with Louvers

Reproduced from advertisement in
The Saturday Evening Post, Dec. 5th.

Dad steps in...



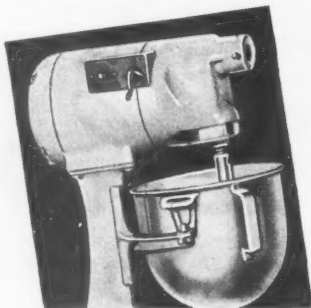
...and finds his gift
of KitchenAid has
made a hit!

When Dad puts his mind to what goes on in the kitchen, and *takes steps* such as he might at the office—well, things get done in noble fashion!

Dad knows that preparing meals three times a day takes more of Mother's time and energy than all other household tasks combined. So he ends the drudgery involved in getting meals, once and for all, with his gift of KitchenAid.

Every day, year after year, KitchenAid will sail through the countless tiring operations of food preparation all at the snap of a switch. It will do many of these tasks better than they can possibly be done by hand. It will make foods more tempting and more delicious. It will inspire new dishes and add variety to menus. It will save money by making materials go farther, and by utilizing many left-overs.

KitchenAid brings the boon of shorter kitchen hours—more time for other things. It *works* while you *plan*.



KitchenAid

REG. U.S. PAT. OFF.

Electrical Food Preparer for the Home
EXECUTIVE OFFICES AND FACTORIES: TROY, OHIO
Branch Offices: New York, Boston, Philadelphia, Cleveland,
Chicago, San Francisco, (Consult telephone directory)
Offered by Leading Dealers

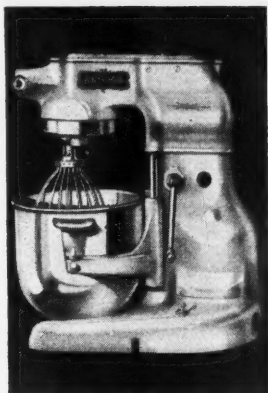
The KitchenAid Manufacturing Co.,
228 Olive Street, Troy, Ohio.
...the story of KitchenAid. I under-

KitchenAid

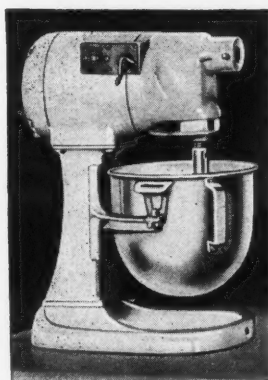
REG. U.S. PAT. OFF.

is at the Top of thousands
of Christmas shopping
lists this year

NEW MODEL "F"



A real KitchenAid, rugged and dependable; slightly smaller and not quite so complete in scope as Model G. Price, east of Colorado, (for standard electrical specifications) **\$89⁸⁰**



MODEL "G"

Performs a wider scope of operations than Model F. It fits the requirements of food preparation for larger families and in almost endless variety.

Innumerable home-makers throughout the land have had KitchenAid shown to them in their homes . . . they have seen it transform raw materials into delectable dishes . . . and they have never forgotten the experience. They have put KitchenAid on their list as the *next thing they will acquire*. They will be delighted to read the advertisement in The Saturday Evening Post of December 5th, and learn that there is now a NEW, LOWER PRICED KitchenAid . . . just what they have been waiting for.

Prudent home-makers who *know* that KitchenAid has proved itself over a period of years in most exacting service . . . who *know* how thoroughly delighted many of their friends are with it . . . who *know* that KitchenAid will prepare every dish for every menu . . . from soup to confections . . . will never be satisfied with inadequate, less dependable equipment for their food preparing needs.

There is natural MAN INTEREST in KitchenAid, too. Men give a willing ear to the KitchenAid suggestion. They will be "looking around" to seek the dealer who handles KitchenAid, or who can give them buying information. Their wives will see to it that they will accept nothing short of KitchenAid performance. For they want a COMPLETE FOOD PREPARER that will serve them broadly so long as they live.

Alert dealers will want to have full information in order to be prepared to supply this demand.

Write or wire for descriptive booklet and quotations NOW—in time for holiday trade.

The KitchenAid Mfg. Co., Troy, Ohio

BRANCHES: New York, Boston, Philadelphia, Buffalo, Cleveland, Detroit, Chicago, San Francisco.
(Consult telephone directory in principal cities)

KitchenAid
REG. U.S. PAT. OFF.
Electrical Food Preparer for the Home

COMPLETE FOOD PREPARER

BEATS eggs (1 or 10), icings, batters for cakes, waffles, puddings, candy; MASHES potatoes; CREAMS butter.

MIXES and KNEADS bread doughs; cuts shortening into flour for pies, biscuits.

WHIPS cream (little or much), meringues, mayonnaise, gelatine desserts; BLENDS Russian dressing, etc.

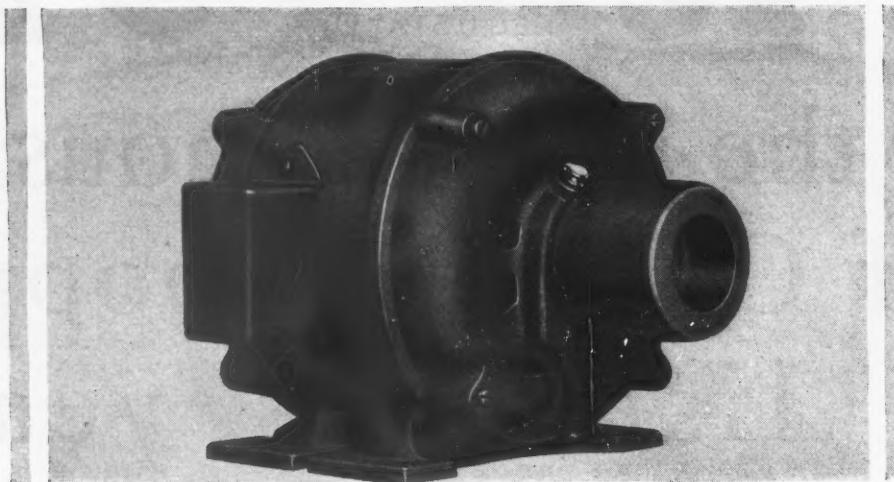
STRAINS fruit for jellies, jams; apple or cranberry sauce; berries for ice cream, etc. SIEVES vegetables for soups; vegetables and cereals for infant and invalid feeding.

SLICES potatoes for chips, cabbage for slaw, apples for pies, beets (thick or thin), and other firm fruits and vegetables. CHOPS meats (raw or cooked) for loaf, croquettes; nuts, raisins, figs, onions, etc. CRUMBS crackers, dry bread. SHREDS and GRATES cocoanut, cheese, chocolate, nuts and non-fibrous fruits, vegetables.

FREEZES ice cream, sherbets, ices. CHIPS ice.

GRINDS coffee; CRACKS whole grains for cereals.

THEY KEEP A-RUNNING



1/4 Horse Power Century Type SP Split Phase Induction Motor

Phosphor Bronze BEARINGS

The Century Wool Yarn System of Lubrication, which is standard equipment on all Century Split Phase Motors, assures at least one year's continuous operation without reoiling—and protects the bearing surfaces against wear...Bearings are of Phosphor Bronze, the best bearing material obtainable...The mechanical design of these motors protects their vital parts against falling material, dirt and dripping water.

Built in 1/8, 1/6 and 1/4 horse power sizes.

Century
MOTORS

40 U. S. and Canadian Stock Points and More Than 75 Outside Thereof

CENTURY ELECTRIC COMPANY, 1806 Pine St., St. Louis, Mo.

**SINGLE PHASE, THREE PHASE AND DIRECT CURRENT MOTORS • MOTOR
GENERATOR SETS • ROTARY CONVERTERS • FANS AND VENTILATORS**

SP-1-1/6

FOR MORE THAN 27 YEARS AT ST. LOUIS

Now on the air from coast to coast!

STAR-Rite MAGIC MAID



Magic Maid Prize Contest now on the air from coast to coast. Eastern: WJZ and associated N. B. C. Stations, Monday to Thursday, 11:00 A. M. Eastern Standard Time. Western: KGO and Pacific and Mountain N. B. C. stations, 11:10 A. M. Pacific Standard Time.

adds powerful radio advertising to full page national magazine campaign



Mixer
Beater
Juice
Extractor
\$19.50
\$19.95 in Denver
and West Coast
In Canada, \$24.75

Coast-to-coast broadcasting! Full page magazine advertising! Millions of Magic Maid messages to millions of women. And—the outstanding product and value in the mixer field. That's where the Magic Maid stands in this rapid-growth, profit-yielding new market in the appliance business.

Thousands of letters are being received weekly in answer to the prize contests, offering free STAR-Rite Magic Maids at each broadcast. These letters are being referred to Magic Maid dealers in every city, town and hamlet from which they come. DEALERS! Here are ready-made sales and prospects for you.

If you now stock the Magic

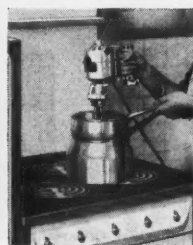
Maid, display it, feature it, demonstrate it. Make the most of the golden opportunities. If you have not yet stocked it, get in touch with your jobber immediately. Or write direct to us.

If you want real profits in real volume, feature the STAR-Rite Magic Maid. It has everything that sells quickly and surely to women. Power to do the job, adaptability, completeness, big performance at a value price, and, last but not least, the Magic Maid has brilliant beauty with its gleaming jade green bowls of heavy opaque glass to match the finish of the mixer.

Stock now, push now—get behind the winner—the STAR-Rite Magic Maid.



Quick and efficient juice extractor—easily attached.



The mixing unit may be detached and used anywhere.

Send coupon for full particulars

The Fitzgerald Manufacturing Co.
Dept. 12-A, Torrington, Conn.

Gentlemen:

Kindly send me full information on the Magic Maid together with details of sales methods and sales helps.

Name _____

Address _____

NOW COMES THE 2-REFRIGERATOR

idea!

LOOK in the December issue of Woman's Home Companion for a sales idea that means more Electric Refrigerator business for you:

2-REFRIGERATOR OWNERSHIP!

In the article, "Let your Automatic Refrigerator Help," the Companion presents this new idea to its 2,650,000 readers with this convincing argument:

"It is indeed wisdom — if you are in the market for an Automatic Refrigerator—to buy one of the larger models."

But—

"If you have a small Refrigerator, please don't feel that all is lost. When your ship comes in, you can buy another one and you will have two independent plants. Your situation then will be ideal."

"You can have one kept cold for milk — meats — custard sauces and other foods that keep best in very cold surroundings, and the other one set for slightly higher temperatures which are satisfactory for vegetables and many foodstuffs."

You can use the article—and the idea—to increase your Refrigerator sales. Get a copy of the December Companion. Read it. And if you want reprints to put in the hands of prospective buyers—drop a line to the Companion, 250 Park Avenue, New York City. A supply will be sent you free of charge.

Woman's Home Companion

THE WOMAN'S MAGAZINE OF LARGEST CIRCULATION



Some electrical advertisers using Woman's Home Companion

ALLIED RADIO CORP.
Radio Sets and Parts
BLACK & DECKER CO.
Cinderella Washer
CHICAGO FLEXIBLE SHAFT CO.
Sunbeam Mixmaster
A. G. DORMEYER CO.
Electric Food Mixer
EDISON GENERAL ELECTRIC APPLIANCE CO.
Hot Point Auto Electric Range
FOOD DISPLAY MACHINE CORP.
Electric Doughnut Machine
FRIGIDAIRE CORP.
Frigidaire
GENERAL ELECTRIC CO.
General Electric Vacuum Cleaner
General Electric Refrigerator
General Electric Sunlamp
General Electric Clock
Edison Mazda Lamps
HOT SHOT WATER HEATER CORP.
Hot Water Heater (Electric)
S. C. JOHNSON & CO.
Johnson's Electric Wax Floor Polisher
LANDERS-FRARY & CLARK
Universal Electrical Products
PREMIER VACUUM CLEANER CO.
Premier Electric Cleaning Outfit
SINGER SEWING MACHINE CO.
Electric Sewing Machine
WATERS-GENTER CO.
Wafflemaster and Toastmaster
WESTINGHOUSE ELECTRIC
& MANUFACTURING CO.
Electrical Household Appliances

\$60
PREMIER
DUPLEX
now only
\$49⁵⁰

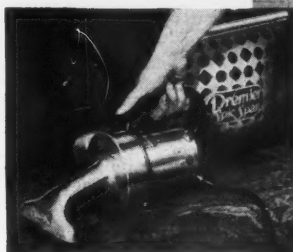
what a leader FOR January sales!

EXACTLY the same cleaner! Identically the same specifications! Precisely the same materials, mechanism and manufacture as in the Premier Duplex at \$60!

Now it's only \$49.50! Ten dollars and fifty cents less! All because we've found the way to make the most of lower costs of raw materials—and are passing the utmost saving on!

Your trade knows the Premier Duplex. Knows it has sold for \$60. Knows it has 50% greater suction—easy running ball-bearing motor—large-capacity dust-bag—feather-light balance for easier handling. At \$49.50 it's a natural born leader—with two other equally attractive running mates in the Premier Junior at \$37.50 and the Spic-Span at \$15.50 complete.

Look into this line today. The coupon will bring you full details. Tear it out while you're looking at this page.



THE PREMIER DUPLEX, with motor-driven brush, ball-bearing motor that requires no oiling, non-kinking cord, large-capacity dust-bag, and 50% greater suction. Price \$49.50. Easily convertible to floor-polisher for \$6.50 extra.

The **SPIC SPAN**, the original hand cleaner which takes the place of old-fashioned attachments. Complete with blower and deodorizer, only \$15.50.

Prices slightly higher west of the Rockies and in Canada.

THE PREMIER VACUUM CLEANER COMPANY CLEVELAND, OHIO

(DIVISION OF ELECTRIC VACUUM CLEANER CO., Inc.)
 DEPARTMENT 712 • BRANCHES IN ALL LEADING CITIES

THE PREMIER VACUUM CLEANER CO.,
 Dept. 712 Cleveland, Ohio

Send me, at once, your Sales Promotion Plan
 and the full story of the Premier Duplex.

Name.....

Address.....

Announcing

THE
NEW

Guth

SUN ART SUNSHINE LAMPS

A SUNLAMP THAT WILL SELL

- 1. BEAUTY OF DESIGN** The first sunlamp on the market so designed that it becomes a part of home furnishings, outstanding beauty such as you would expect to find in regular table or floor lamps makes the Guth Sun Art lamps easy to sell.
- 2. NATIONAL ADVERTISING** Eighteen manufacturers in conjunction with the Mazda Sunlamp producers have subscribed approximately \$200,000 to advertise the new Mazda S-1 and S-2 bulbs used in the Guth Sun Art line. The demand thus created, it is up to you as a dealer to select the most salable line.
- 3. MODERATE PRICE** A beautiful, durable and efficient line priced to meet the present demand for quality at a reasonable price.
- 4. SOUND MERCHANDISING** The Guth Company by invitation member of the "Rice Leaders of the World Association" is also by invitation one of the licensed manufacturers of Sunlamp Fixtures. Our plan of dealer distribution is the result of thirty years experience in business.
- 5. A. M. A. REQUIREMENTS** The S-1 and S-2 Mazda Sunlight lamps are being marketed meeting the requirements of the Council on Physical Therapy of the American Medical Association, so that cooperation may be had from local member physicians.
- 6. CONSTRUCTION APPROVAL** Every lamp manufactured bears the seal of approval by the N E L A Laboratories maintained expressly for the purpose of assuring you of absolute correctness of design, quality workmanship and material, as well as the regular guarantee of the Guth Company.
- 7. MAZDA S-1 AND S-2 LAMPS** The use of the S-1 and S-2 type Mazda Sunlight bulbs as an artificial means of obtaining sunshine in the home all the year around is an accepted fact by scientific as well as medical authorities.
- 8. ENLARGED MARKET** The introduction of ceiling models as well as dual lighting fixtures, the new lower prices insure a materially increased demand and market for sunlamps.
- 9. COMPLETE LINE** The Guth Sun Art line is complete enabling you to supply every need, home as well as the commercial field.
- 10. THE MANUFACTURER** As designers, engineers, and manufacturers of quality fixtures for thirty years, our guarantee is double assurance of complete as well as satisfactory and pleasant negotiations with us at all times.

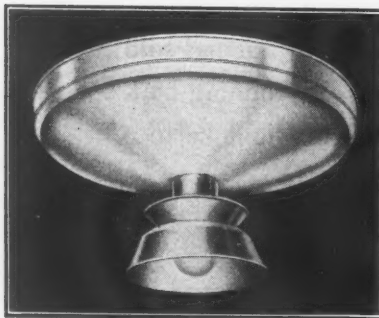


DUAL LIGHTING



Type L253—5 Lights. Diameter 18 inches—length 36 inches. Lamps 4-100 Watt (Not included) 1 S-2 Sunlamp included. Sunlamp reflector oxidized aluminum. Indirect reflector white lumo-vitro enamel inside—shaded brown outside. Equipped with 2 switches. List price \$69.50. Made for R-2 lamp ONLY.

CEILING MODEL



Type L251. Ceiling reflector 17 inches diameter. Sunlamp reflector 8 inches diameter. Length overall 10 inches. Made of spun aluminum. Finish oxidized aluminum. Complete with switch and S-2 lamp. List price \$26.75. Made for S-2 lamp ONLY.

THE TABLE MODEL



Early American design finished in rich old brass. Maroon or green shade optional. List price \$44.50.

THE FLOOR MODEL



Beautifully designed and finished the same as the table model this lamp will prove a most popular seller. List price \$46.50.

WRITE OR WIRE
TODAY—

The EDWIN F. GUTH COMPANY

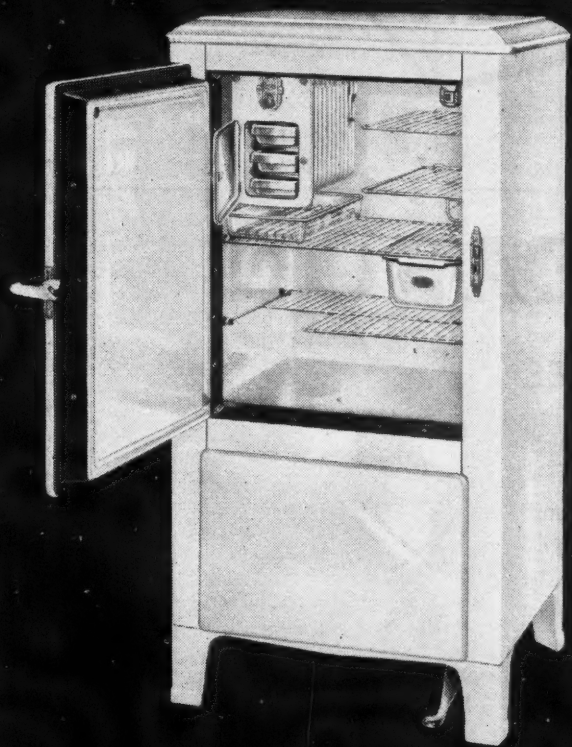
DESIGNERS-ENGINEERS-MANUFACTURERS

Lighting Equipment

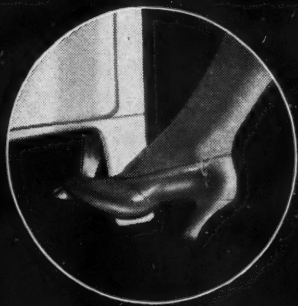
ST. LOUIS, MO.

DISCOUNTS
ON REQUEST

8 NEW MODELS 2 ALL-PORCELAIN



**A touch of the toe
and the
door
swings
open**



ANNOUNCING THE NEW **LEONARD** E L E C T R I C

*with the "LEN-A-DOR"
and many other*

EXTRA FEATURES!

Everyone who has seen the new Leonard—distributors, salesmen, competitors, newspaper men and engineers—is agreed that it is *a beauty*—and that it **WILL SELL**.

It has many features—some of which are exclusive—others that can be had only on the larger, more expensive electric refrigerators.

The "LEN-A-DOR"—a touch of the toe and the door swings open—is unmistakably the greatest sales feature in electric refrigeration to-day. And *only Leonard has it*. But you must see this remarkable Leonard achievement before you can appreciate how *outstanding* it really is. It is the result of more than half a century of experience in household refrigeration.

Dealers who are interested in securing an electric refrigeration franchise that gives them a genuine opportunity for volume and profit are invited to wire or write for details. Don't delay because territory is being rapidly closed.

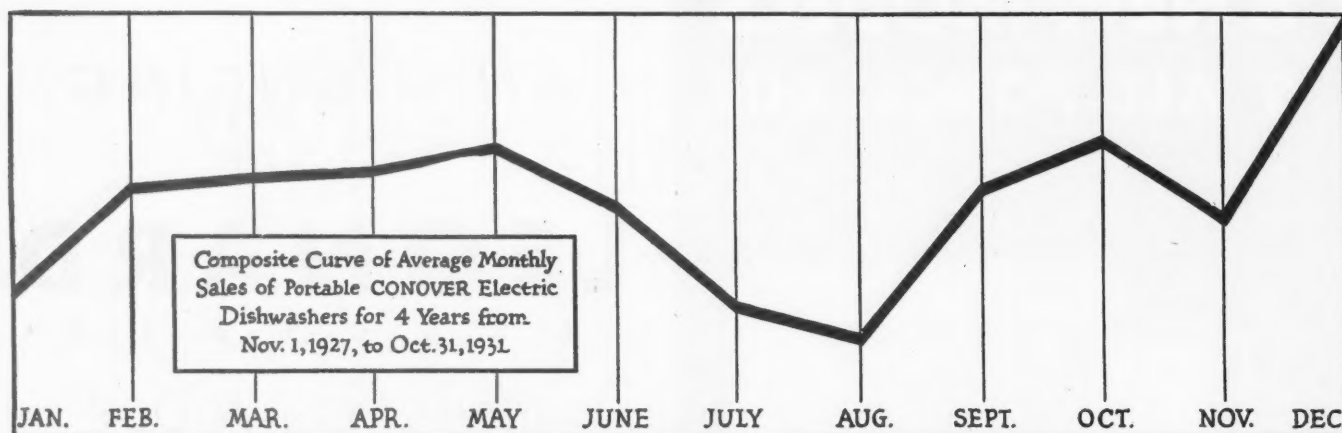
LEONARD REFRIGERATOR COMPANY
DETROIT, MICHIGAN

(418)

LEONARD

E L E C T R I C  R E F R I G E R A T O R

GIFT SEASON



IS THE PEAK SEASON

For sales of CONOVER PORTABLES

Every year, for the past four years, the sale of CONOVER Portable Dishwashers has reached its climax in December—the gift month.

The CONOVER appeals to every thoughtful man, seeking a "different" gift. He knows what a burden dishwashing is. He comes in contact with its annoyance more than with most household tasks. To the wife, the CONOVER means welcome relief from three-times-a-day drudgery. As a gift to the whole family it is a daily reminder of thoughtfulness.

Added to this natural seasonal sales momentum, an increased advertising campaign this fall is telling, in millions of additional advertising messages, the sanitation, the convenience, the saving of the



CONOVER
Electric
DISHWASHER



Let your sales follow the CONOVER sales curve. Cash in on CONOVER advertising.

Recommend the CONOVER as an ideal solution of the gift problem. Have at least one CONOVER on hand. It may mean the difference between making a sale or losing it. Often the prospective purchaser does not decide until the last minute... and then wants immediate delivery.

Quick Delivery for Christmas

Your rush orders—or reorders for stock—will be shipped by express if necessary.

Portable CONOVERS are sold exclusively by electric utility companies, department stores, and other electrical dealers. There are also CONOVER sink models, requiring plumbing installation, which are sold exclusively by master plumbers, supplied by accredited plumbing wholesalers.



Six of the reasons why Merchandisers should sell the CONOVER

1. **Practical.** The CONOVER has thousands of enthusiastic users and is approved by leading testing institutes.
2. **Many exclusive features.** The CONOVER portable requires no new plumbing. Fills from the faucet, measures water automatically, discharges it electrically into the sink. Achievement of CONOVER Development Laboratories.
3. **No trade-in problems.** Virtually every CONOVER sale is a full profit sale.
4. **Easily demonstrated.** The methods you have used to sell washing machines, vacuum cleaners, etc., will prove equally successful in selling the CONOVER.
5. **Small service requirements.** The CONOVER is simple and sturdy in construction.
6. **Liberal discounts.** Your margin of profit is generous. And each sale helps to make more sales.

-----MAIL COUPON TODAY-----

THE CONOVER COMPANY, Dept. EM-12,
General Offices, 140 South Dearborn Street, Chicago

(EM-12)

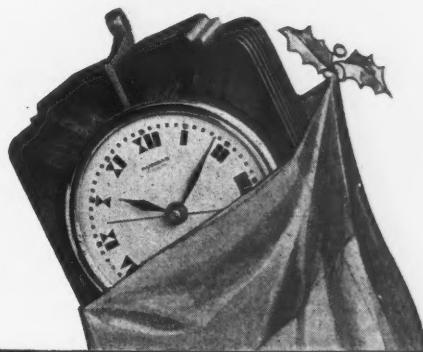
Please send full information and prices of portable models of the CONOVER Electric Dishwasher.

Firm Name _____

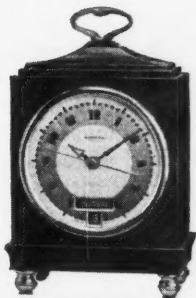
Address _____

My Name _____ Title _____

PUT PROFIT IN YOUR CHRISTMAS STOCKING



There's one kind of Christmas *stocking* that can bring joy to you—stocking your store with the sensational new non-stop Bichronous Hammonds. Never has a clock made such instant success as this one that ignores current interruptions and goes on telling exact time until the power resumes. The public has read the double-page spreads in Saturday Evening Post and Collier's, has seen the dramatic displays, and is buying so fast that we are working overtime. Get in now for your share of Christmas profits by featuring the Hammond line. We'll put you in touch with a jobber. Write or wire today to The Hammond Clock Company, 2915 North Western Avenue, Chicago.



THE AVONDALE. A calendar clock, in black or brown, \$16.50.



THE GLENMORA. A modern mantel clock, \$25.00.

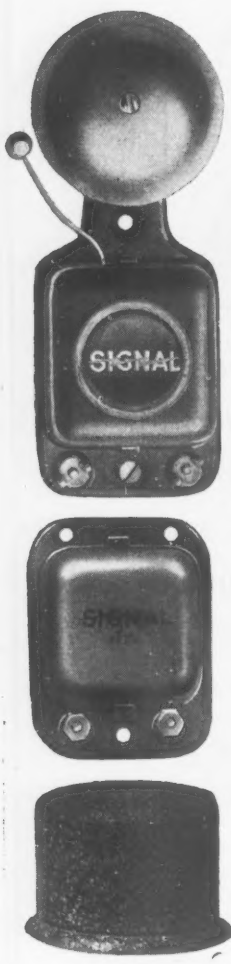


HAMMOND

BICHRONOUS AND SIMPLE SYNCHRONOUS ELECTRIC CLOCKS

BELLS and BUZZERS

... Always a Line That Moves



Signal iron box bells—white and black enamel finishes—operate on either batteries or bell ringing transformers—made of drawn steel, furnished with either adjustable, or non-adjustable contacts—gong 2½ inches, 3 inches, 4 inches—100 to a standard package.

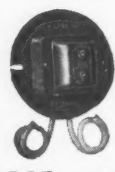
Combination bell and buzzer with 2½-inch gong lists for \$1.30, for black enamel finish and \$1.40 for white enamel finish.

A complete line of single stroke bells, skeleton bells, vibrating weather-proof bells, guarded gongs and weather-proof buzzers—all backed by Signal's forty years' experience in manufacture.

Also Signal Jr. bells and buzzers in gray finish, drawn steel frame, 2½-inch polished gong. Signal high pitch buzzer is highly recommended for use where a soft yet clear and distinct signal is desired—can be adjusted to any pitch or tone—list price \$1.15.

Signal Transformers

Signal iron housing bell ringing transformer is a quality product, made for 110-Volt circuit. Type 1A for 50-60 cycles lists for \$1; type OB1 lists for \$1.20. For installations requiring more current, Signal power transformers are made in three sizes—50 watt, 75 watt and 125 watt.



Your jobber can supply you with Signal Bells, Buzzers and Transformers, or write direct to

Signal Electric Mfg. Co.
Menominee, Michigan
Manufacturers of Electrical Fans and Appliances



Your name stamped on this book FREE

At no additional cost to you, we will stamp your name, or a friend's name, in gold on the front cover of any copy of Moyer and Wostrel's Radio Handbook ordered from this advertisement. This is a special Christmas offer, limited to acceptance before January 1, 1932.

a complete, modern manual of practical and technical radio information

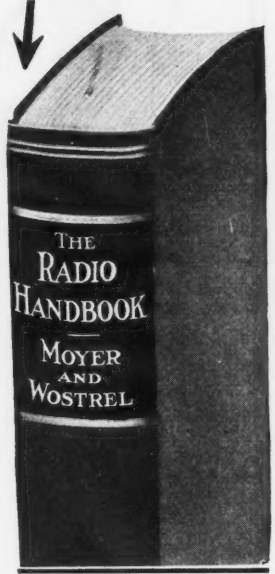
The RADIO HANDBOOK

including Television and Sound Motion Pictures

by JAMES A. MOYER and JOHN F. WOSTREL

Both of the Massachusetts Department of Education; Authors of Radio Receiving Tubes, Practical Radio Construction and Repairing, etc.

866 pages, 5½x8, 650 illustrations, flexible, \$5.00



HERE at last is a handbook that meets the need for a complete digest of authoritative radio data, both theoretical and practical, in one logically arranged and thoroughly indexed volume. From the fundamentals of electricity, magnetism and electron theory right down to full details on latest commercial and industrial applications, this book covers the whole field of radio, with descriptions, definitions, design data, practical methods, tables and illustrations in profusion.

Over 850 pages of latest data on such topics as:

- modern transmitters, Piezo crystal, 100% modulation, etc.
- commercial and amateur short-wave receivers and transmitters, Kennelly-Heaviside layer, etc.
- marine radio equipment, auto alarm, etc.
- automobile radio sets.
- all latest tubes, photo-electric cells.
- television and sound motion pictures, etc., etc.

Send your free stamping order today

Do you want to make a friend a gift combining personal thoughtfulness with real utility? Do you want a copy of Moyer and Wostrel's Radio Handbook that you will doubly prize? Then take advantage of this free stamping offer. Send the coupon today. (Proper remittance should be enclosed with orders and, of course, stamped copies are not returnable.)

SPECIAL HOLIDAY OFFER COUPON

McGraw-Hill Book Company, Inc., 330 West 42d Street, New York. Send me Moyer and Wostrel's Radio Handbook, with name stamped in gold on the front cover. I enclose \$5.00 and understand that stamped books are not returnable. (This offer expires Jan. 1, 1932.)

(Name to be stamped. Please print)

Name

Address

City and State E.M. 12-31

A new bulletin

on small motors
just off the
press - - -

ASK FOR A COPY

**NO
OBLIGA-
TIONS**

Everyone who buys, uses, specifies, sells, installs, maintains and repairs small motors will find Wagner's new bulletin on small motors full of interesting and helpful information. It is in loose-leaf form so that it can be kept up to the minute at all times.

At the present time the bulletin consists of thirty pages—22 on single-phase repulsion-start-induction motors, and 8 on single-phase split-phase motors. Additional pages on polyphase squirrel-cage, single-phase condenser, and direct-current motors will be available in the near future.

Ask for a copy of this new bulletin. Place your name on a special mailing list to receive the additional pages as soon as they are printed. Just sign and mail the coupon. You do not obligate yourself in any way.

Wagner Electric Corporation
6400 Plymouth Ave., St. Louis, Mo.

Wagner Electric Corporation,
6400 Plymouth Ave., St. Louis, Mo.

Gentlemen:

Please send me a copy of your new bulletin on Wagner Small Motors, and place my name on your mailing list to receive all additional pages as soon as they are available for distribution. I understand that this request obligates me in no way whatsoever.

Name _____

Firm _____

Address _____

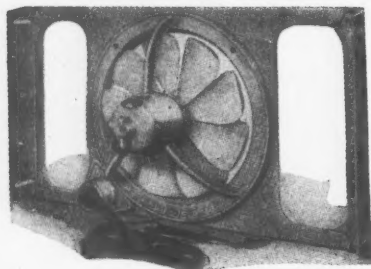
IMPORTANT! } Will you be in the market for
PLEASE ANSWER } motors in 1932?

Wagner Electric

MOTORS . . . TRANSFORMERS . . . FANS

S431-7XA

HERE'S A WAY TO ADDED PROFITS—



"Buffalo" with
BREEZO—
ventilating
equipment

HERE'S profitable business waiting for you to go after it. Call on your old customers with a Breezo Window Ventilating Fan. Explain to each housewife how she can rid her home of those objectionable cooking odors. Install the fan (it takes but a minute) and leave it a few days. You'll be agreeably surprised at how few you'll have to take out again. Breezo Fans nearly always sell themselves on demonstration. Their effectiveness is instantly apparent.

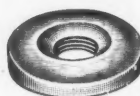
You cannot afford to overlook this money making opportunity. Write and get full details of our profitable proposition to progressive dealers. Learn how you can obtain added goodwill and added profits for 1932 without added sales effort.

Buffalo Forge Company
205 Mortimer St., Buffalo, N. Y.

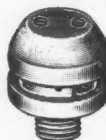
In Canada:
Canadian Blower & Forge Co., Ltd., Kitchener, Ont.



$H_2 Mg_3 Si_4 O_{12}$



The newest stunts in "Lava that never saw a Volcano" are shown in an entirely new book, Number A-32, just off the press. Machined with uniformity and amazing accuracy, by any and all machining tools and methods, then treated and hardened at 2,000 degrees, here is the ideal solid, fire and acid proof, strong and hard, specialty insulation.



Production methods provide emergency shipments in 24 hours if necessary.

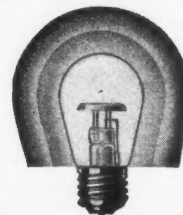


AMERICAN LAVA CORPORATION
1423 William Street, Chattanooga, Tennessee

Also manufacturers of television and radio tube insulation in extruded Magnesia and Alumina.

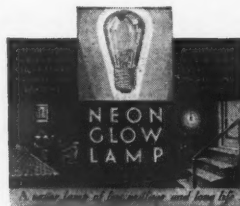
"Pure as a Maiden's Thoughts"

**Look for
a big jump
in your sales**



**.. this 2-WATT NEON GLOW LAMP
now to be NATIONALLY ADVERTISED**

MORE than 4,500,000 readers of Collier's Weekly, Good Housekeeping, Parents Magazine and Hygeia during 1932 will learn the value of and the many uses for the 2-watt Neon Glow Lamp—as a night light in the home, in the bathroom, nursery, sick room, cellar stairs, for illuminating house numbers, etc., etc.



A colorful counter-window display card with easel is available for dealers. Also attractively illustrated folders. Specify quantity desired when ordering lamps.

Since this inexpensive Neon Glow Lamp, with its amazingly low consumption of current, has up till now achieved a remarkable sales volume entirely without advertising, you may be sure of a big sales jump when this campaign gets under way. Be prepared. Order now! General Electric Vapor Lamp Company, 887 Adams St., Hoboken, N. J.

511-A © 1931, G. E. V. L. Co.

**GENERAL ELECTRIC
VAPOR LAMP COMPANY**

Let Servel's
unmatched
selling points
bring you . . .

YEAR-ROUND SALES . . . A STEADY VOLUME

IF YOU want to build an increasing month-to-month volume of profits—

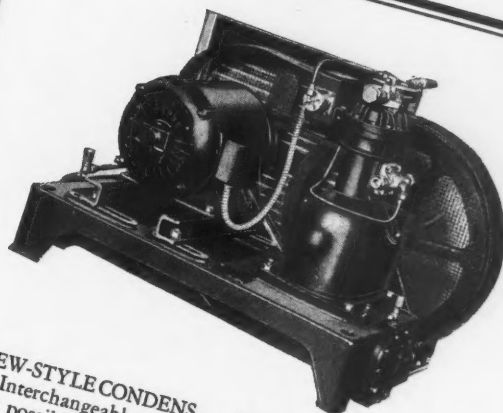
If you want to re-enforce your prestige as a merchant with a famous old line that is making new sales history in all parts of the country—

If you want to sell the world's most advanced commercial electric refrigerating machines—

Find out about SERVEL!

Here's a complete line of 16 improved machine units for every commercial need. A perfected product that opens up a rich and practically untouched market for you—backed by the substantial experience of a veteran manufacturer of modern refrigeration equipment.

SERVEL dealers everywhere are enjoying better business on an all-year basis. Their salesmen keep producing—summer or winter—without seasonal let-ups.



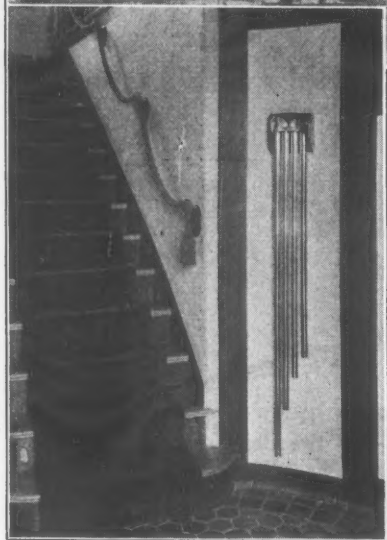
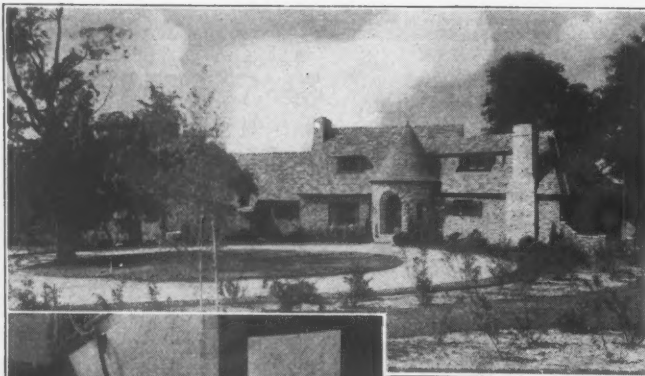
- **NEW-STYLE CONDENSERS:** Interchangeable—making it possible to convert a water-cooled model into an air-cooled model, or vice versa, to meet any service requirement.
- **ECONOMICAL OPERATION:** Low speed compressors provide greater refrigerating efficiency for minimum current consumption.
- **MULTIPLE VEE-BELT DRIVES:** Insuring uninterrupted service and quiet operation.
- **RUGGED PRECISION CONSTRUCTION:** Built for long use; compact and accurate.
- **SIMPLIFIED CONTROLS:** Fully automatic.
- **WIDE RANGE OF 16 MODELS:** With capacities of 130 to 1510 lbs. ice equivalent per day.
- Plus — A COMPLETE GUARANTEE:* Covering both the refrigerating units and the perishable products they protect—a new measure of safety for your customers—a powerful new selling-point for you.

If greater volume and year-round sales interest you, send for details now. The SERVEL Franchise may

be available in your city. Write today to Servel Sales, Inc., Dept. G-5, Evansville, Ind.

SERVEL

COMMERCIAL REFRIGERATION



IN HOMES LIKE THIS
TELECHIME IS:



The Doorbell



The Servants' Signal

Telechime

ELECTRIC CHIMING SYSTEMS
are the **PERFECT GIFT**

SINCE Radio and the Electric Refrigerator nothing has offered you such a sales opportunity as you have today in TELECHIME.

This is TELECHIME'S first Christmas—the newest gift in your store. With five models and five prices your market is enormous. Every shopper on the floor will overhear your demonstrations of "music replacing noise."

Wire or mail coupon for information that will enable you to put this TELECHIME Display Stand in your store this month.



The Dinner Chimes



The Telephone Paging System



FULLY SELF-CONTAINED, the TELECHIME unit is electrically operated by house current from the door button and remote control keyboards as a complete signal system for homes, apartments, clubs, churches, etc.



The New and Perfect Gift

TELECHIME DIVISION of GENERAL KONTROLAR COMPANY, INC.,
Dayton, Ohio

Without obligation, mail prices and full information on TELECHIME Chiming Signal Systems and your TELECHIME dealer franchise.

Name.....

Address.....

When Things Go Wrong ELECTRICALLY— Test-O-Lite

—A Practical Pocket Tester

—Indispensable to Electrical Workers
and In the Household

DETECTS FAULTS

instantly in electric light and motor circuits, auto spark-plugs, household appliances, radio sets, etc.

**Locates
Burnt-Out Fuses**

TESTS Current 110
volts up to 550
volts A.C. or D.
C.; LEAKS
up to 20
megohms.

Patented
Oct. 21, 1930
No. 1,778,883

List

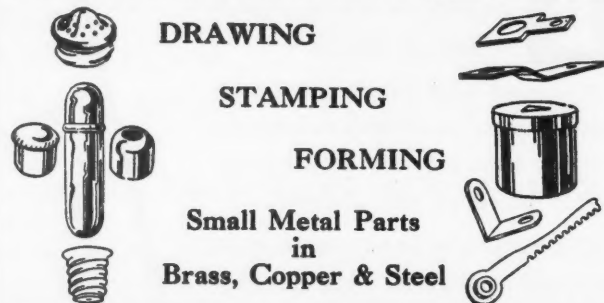
\$1.50

Discounts on
100 or more—
with plates bear-
ing your firm name.

**L. S. BRACH
MFG. CORP.**

Newark, N. J. Toronto, Canada

METAL STAMPING SERVICE



DRAWING

STAMPING

FORMING

Small Metal Parts

in
Brass, Copper & Steel

PATTON-MACGUYER COMPANY

17 Virginia Avenue, Providence, R. I.



These
R.L.M.

Reflector Brands

having been approved now bear this label

ABOLITE IVANHOE WESTINGHOUSE
BENJAMIN QUADRANGLE WHEELER

ELECTRICAL TESTING LABORATORIES

80th St. and East End Ave., New York



A trainload of *Beatty* products

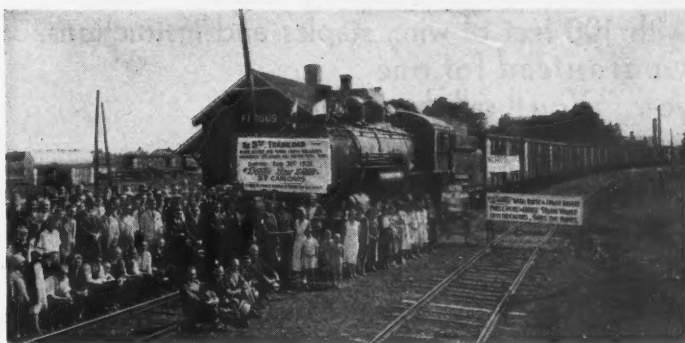
.... and 50% of
the washers were

MONEL METAL

● It was bound to happen. Women simply couldn't resist the appeal of Monel Metal washers... their beauty... safety... lifetime quality... so now these modern washers are being shipped in carload lots!

Everywhere Beatty found the same story... Monel Metal washers are *in demand!* Depression or no depression, sales of these modern, labor-saving, laundry-saving machines are climbing... **CLIMBING** all the time. For women know value... and in Monel Metal washers they know they get their money's worth—plus!

They know that Monel Metal's rust-immunity and high corrosion-resistance will protect their daintiest garments against spots and



Westward Ho! A trainload of products of Beatty Bros. Ltd., Fergus, Canada, in which 998 Beatty-Monel Metal washers were included.

stains... that its solid, satin-smooth, chip-proof surface is gentle to their sheerest fabrics. They know that Monel Metal is easy to clean and that it always retains its crisp, silvery attractiveness.

Every time you sell a Monel Metal washer you make a worthwhile profit—and win invaluable good-will for your business. Leading manufacturers now produce modern washers of Monel Metal. You have your choice of a wide variety of makes, plus the extra benefit that accrues from selling products which combine nationally advertised names!



THE INTERNATIONAL NICKEL COMPANY, INC.
67 WALL STREET NEW YORK, N. Y.



Monel Metal is a registered trade mark applied to a technically controlled nickel-copper alloy of high nickel content. Monel Metal is mined, smelted, refined, rolled and marketed solely by International Nickel.

*buys like this
turn window-shoppers
into customers*

DUPLEX \$7.50 per pair
Phones **RETAIL**
West of the Rockies
slightly higher

Never before have phones of this quality sold for less than \$15. per pair. The low retail price of \$7.50 opens a new market.

The phones transmit sound clearly, naturally, up to a distance of one thousand feet. Easily installed without technical knowledge. All you need is a length of wire and two dry cells at each phone. Attractively boxed, complete with 100 feet of wire, staples and instructions.

Guaranteed for one year. You'll sell them to clubs and hotels, homes, industrial plants and as toys.

Note the special dealer offer below. Get your sample phones from us. Buy your quantity, order from your jobber. Use the coupon!

SPECIAL DEALER OFFER

As an introductory offer, DUPLEX Phones are priced to dealers at \$4.95 per pair, F. O. B. your door. For a limited time only. Be the first to display these phones. Send in your order now.

4.95

SPECIAL DEALER PRICE



Connecticut Telephone & Electric Corp.
Meriden, Conn.

Enclosed find check for \$....for Duplex Phones as per your special Dealer Offer of \$4.95 per pair.

Signed.....

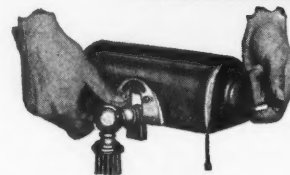
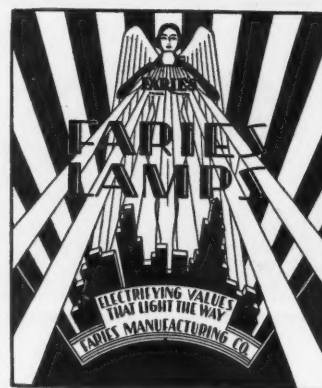
Company.....

Address.....

Jobber.....

**Have You
YOUR
COPY?**

This new fall supplement of Christmas lamps, popularly priced, gives you a source of real profit. If you have your copy, use it. If not, send for one.



*The Faries Verdelite
Slip-On Shade is Unique*



Remember! We can still make quick delivery of lamps for holiday trade. Catalog "D" (above) will help you sell more portable lamps, if you will show it to customers.

Faries Manufacturing Co.
Decatur, Illinois

ELECTRO-LENS

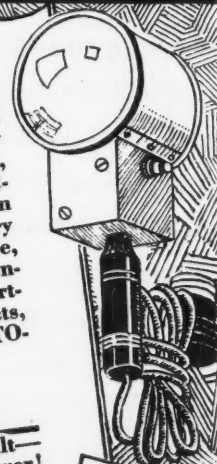
Every Customer a Prospect
PROVIDES **MAGNIFICATION & ILLUMINATION**

A staple, "all-year" necessity, with the unique sales-angles of novelty and gift appeal! **ELECTRO-LENS**, providing magnification plus illumination, has countless uses in Home, Office, Shop, Laboratory and Factory. Thousands in use now: Aids Vision and used extensively in Banks, Police Departments, Lawyers, Architects, Draftsmen, Mechanics, etc. **AUTO-MATIC (FIXED) FOCUS.**

**GOOD PROFIT
RAPID TURNOVER**

ELECTRO-LENS is finely built—nothing to get out of order, ever! Packed one to a carton! Order now, cash in on its immediate holiday possibilities. Orders will be delivered and billed through your own jobber, if desired.

FREE Explanatory Leaflet Upon Request!



**RETAILS
for
\$10**

HANOVER ELECTRIC CO., INC.
76 Beaver St., New York City

Make sure

● *that the heating element is*



*to assure satisfactory
service from the appliance*

Because:

Driver-Harris Laboratory control over ALL elements entering into the making of "Nichrome" IV has assured the manufacturer of heating devices a resistance with Controlled Uniformity . . . this is your guarantee.

DRIVER-HARRIS COMPANY
HARRISON, NEW JERSEY

Chicago - Detroit - Morristown, N.J. - England - France

Alloy Makers since 1899



**JUST
PUBLISHED!**



**The most important
McGRAW-HILL Book for
practical electrical workers
in ten years!**

Only rarely are we privileged to offer to any industry so thorough, so up-to-date, so helpful a manual as this. When such a book is published it enjoys long life, as a growing body of men use it and spread the word that it gives the practical help they need in the handy, compact form they like.

Handbook of Industrial Electricity

by **MAX KUSHLAN,**
Electrical Engineer

**525 pages, 4½ x 7, over 600 illustrations, diagrams
and tables, flexible, \$4.00**

GLANCE over the section headings listed below. These are only the main general headings. Under each, all of the many practical divisions of the work are covered. No matter what the job is, it's in this handbook, covered from the standpoint of theory, principles, equipment, methods, standards and specifications, testing, inspecting, repairing.

1. Electricity as a Source of Power
2. Electrical Wiring Devices and Methods
3. House-wiring Installations
4. Wiring in Public Buildings
5. Outdoor Installations
6. Industrial Installations
7. Testing
8. Inspection and Maintenance
9. Estimating Electrical Work
10. Handy Tables

Special attention is given to methods of estimating, reading plans and diagrams, classifying equipment, getting costs of material, labor, etc., with everything made clear by practical examples, sample forms, useful tables, etc. The contractor will also be interested in the valuable helps on electrical advertising practice.

Beside the standard indoor and outdoor installations, many such up-to-date topics as radio circuits, electric heat applications, wiring of gas-driven vehicles, electrical equipment used in aviation, etc., are covered in satisfyingly detailed form.

THE Handbook of Industrial Electricity has been organized and prepared by a master electrical worker—a man who for twenty years has handled the practical details, large and small, of design, construction, testing, and estimating, in power and industrial installations of many kinds. Where his writings have appeared in print before, the data and methods described have often been accepted as standard by leading contracting, manufacturing and utility companies.

The book is expressly planned as a reference book for electricians actively engaged in installing and maintaining electrical equipment in residential, commercial and industrial buildings and outdoors. It answers literally hundreds of questions on the methods of wiring, inspecting, and maintaining lighting, machinery and power installations of all kinds.

Technical and mathematical terms are either avoided or, where used, are clearly defined and illustrated by practical examples. Standard practice is demonstrated by liberal reference to accepted rules and specifications, by over 500 illustrations and diagrams and 118 practical tables.

Space does not permit a really full and adequate description of this book. But we will gladly send a copy for 10 days' free examination on receipt of the coupon below. Then, after you have had an opportunity to look it over thoroughly, send us only \$4 in full payment, or return the book if you think it isn't worth many times that amount to you. At least see this helpful new book. Send the coupon now.

McGRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 330 West 42d Street, New York, N. Y.
Send me Kushlan's Hand Book of Industrial Electricity, \$4.00,
postpaid for 10 days' free examination. I will return the book
in 10 days or remit for it then.

Name

Address

City and State

Position

Company E.M. 12-31

**See it for 10 days FREE
Send the coupon**

SEARCHLIGHT SECTION

EMPLOYMENT : BUSINESS : OPPORTUNITIES : EQUIPMENT—USED or SPECIAL

UNDISPLAYED—RATE PER WORD

Positions Wanted, 5 cents a word, minimum \$1.00 an insertion, payable in advance.

Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.

Proposals, 40 cents a line an insertion.

COPY FOR NEW ADVERTISEMENTS ACCEPTED UNTIL NOON ON THE 25TH FOR THE ISSUE OUT THE 1ST OF THE FOLLOWING MONTH.

INFORMATION:

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.

Discount of 10% if full payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:

1 inch \$7.50
2 to 3 inches 7.25 an inch
4 to 7 inches 7.00 an inch
Rates for larger spaces, or yearly rates, on request.
An Advertising inch is measured vertically on one column, 3 columns—30 inches—to a page. Electrical Merchandising

There is a

Searchlight Section

in each McGraw-Hill paper:

American Machinist
Aviation

Bus Transportation

Chemical and

Metallurgical Engineering

Coal Age

Construction Methods

Electric Railway Journal

Electrical Merchandising

Electrical World

Electronics

Engineering News-Record

Engineering and Mining Journal

Engineering and Mining World

Factory and Industrial

Management

Food Industries

Maintenance Engineering

Metal and Mineral Markets

Power

Product Engineering

Radio Retailing

System

Textile World

For advertising rates and other information on any or all of these publication, address

SEARCHLIGHT DEPT.

Tenth Ave., at 36th St., New York

REPRESENTATIVES WANTED

Sales Representative

With following of jobbers and department stores, wanted by New York manufacturer, electric clocks, unusual merit. "V" Box 108, Station F, New York.

REPRESENTATIVES AVAILABLE

Manufacturer's

Representative covering Ohio, Western Penna., and West Va., desires to add a line. Sold electrical and hardware jobbers or department stores. Thoroughly experienced and will bear investigation. RA-403, Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

Sales Accounts Wanted

Established manufacturer's representative contacting hardware, electrical and mill supply trade desires additional lines Southeastern territory. Office, display and warehouse space maintained Atlanta. RA-402, Electrical Merchandising, 330 W. 42d St., New York.

REPRESENTATIVE consistently selling best accounts in California past five years, desires line electrical appliances. Experienced, reliable, references. A. H. Clark, c/o Clarks Warehouse, 125 Santa Fe Ave., Los Angeles, Calif.

MANUFACTURER'S REPRESENTATIVE

Public Utility Experience

Nationally known manufacturer of electric appliances wishes to add to its selling force two capable salesmen, experienced in the securing and operation of special campaigns through central stations. Experience with small appliances such as electric toasters, cookers, food mixers, or similar items desirable. Eastern and Mid-western territory. In your reply give complete sales background and names of utility properties in which you operated.

RW-401, Electrical Merchandising
520 No. Michigan Ave., Chicago, Ill.

Guaranteed AAA Grade Wringer Rolls

extended shafts. Perfect fit for Maytag 80, Easy K.M. all 1900. Can be cut to fit 90% of all wringers. \$1.00 each, \$11.60 doz. Made up rolls for Maytag 80, Easy and New Gainaday, \$1.15. Sunny Suds Oscillator wringer reverse gears in Bronze. Large 60c., small 50c. S. Suds center shaft (the one that breaks) 40c. G.E. motor brushes \$1.50 doz. Maytag belts 60c. (send for list of belts).

Clausen Co., 23 S. Hazel St., Youngstown, O.

FOR FIXIT SHOPS



FREE FOTO GUIDE and Vacuum Cleaner Parts Catalog. Most complete ever published. Lists over 800 items and special tools. 32 pages. Illustrated. Standard material at lowest cost. Valuable source data on obsolete parts. Big help to all repair shops.

WASHING MACHINE PARTS

Combined washer, vac. and small motor servicing attracts trade and reduces operating expense. We can supply most replacement parts. Uniformity to highest standards guaranteed. Lowest known prices with saving on transportation and trouble. Consolidated orders earn maximum discounts. Instructive catalog free.

URON ASSOCIATED INDUSTRIES

1227 W. 6th St., Cleveland, Ohio

CHRISTMAS

SALE Electric VACUUM CLEANERS

Nothing would make a finer gift than one of these famous makes of Electric Vacuum Cleaners, completely renewed and re-finished at a saving of up to 4 to the buyer. This Christmas, people will buy practical inexpensive gifts. That means Vacuum Cleaners that look like new, with NEW cords, bearings, brushes, wheels, plugs. Every cleaner tested, adjusted, and sent out perfect, with same guarantee as new. We are prepared to give instant delivery during the Christmas demand. Vacuum Cleaners, including all standard makes \$5 up

Two-Color Illustrated FOLDER FREE Lowest Prices Yet

Replacement parts, attachments, armature rewinding. Order Now for Gifts

RE NEW SWEEPER CO.

2262 Gratiot Ave., Detroit, Mich.

Vacuum Cleaner Parts and Supplies

Armatures Rewound.

Brushes Rebristled.

Washing Machine Parts.

Wringer Rolls, Belts, Etc.

Write in for prices

Pomranz Electric Company

4552 Sheridan, Detroit, Mich.

"Buy the best—Outsell the rest"

Guaranteed Vacuum Cleaner Parts

24 Hr. Service Specialists

FREE:—Price List

Buckeye Vacuum Cleaner Supply Co.

7823 Linwood Ave., Cleveland, Ohio

1 9 3 2

Just Out! New Catalog, with New Low Prices !!

Hoover Belts, \$5 per 100. Hoover Brushes, Premier, Duplex Brushes re-bristled 40c. each. Bearings, 15c. each. Parts for every known make Cleaners.

H. R. HOLTZMAN

Main Office and Factory:

6162 Hecla Street, Detroit, Mich.

Western Branch:

P. O. Box 1025, San Francisco, California

For Light Duty TIREX CORD

TYPE SJ

TIREX Cord, type SJ, is made for service in offices, dwellings and similar places where a small flexible conductor is needed. It is intended for service on such equipment as vacuum cleaners, refrigerators, fans, washing machines, lamps, office equipment and small electric tools.

The outer rubber covering of TIREX is smooth and attractive in appearance and is furnished in black or green as desired. The colors are permanent and the wear and tear of ordinary service has no appreciable effect on them. The cord is practically wearproof, never frays nor kinks and is so flexible that its full length is always available without delay or annoyance.

Type SJ Cord is made in sizes 16 and 18 and is packed in cartons or on spools each package containing approximately 250 feet of two conductor cord.



For Heavy Duty TIREX CORD

TYPE S

TIREX Cord, type S, has every requisite essential to efficient cord performance, but the outstanding feature is ability to stand up under rough work, to absorb continuous punishment over long periods of time and always be ready for the next job. It is used on portable

tools and apparatus in steel mills, factories, ship yards, metal working plants and wherever working conditions call for unusual stamina and endurance.

Two conductor and three conductor Nos. 14, 16 and 18 and two conductor No. 12 type S Cord are packed in special cartons each containing approximately 250 feet of cord packed in such a manner that it may be drawn out as needed without disturbing the remainder of the coil. The 250 foot lengths will be furnished on spools if so desired.

SIMPLEX WIRE & CABLE CO

MANUFACTURERS

201 DEVONSHIRE ST., BOSTON

CHICAGO

CLEVELAND

PHILADELPHIA

NEW YORK

JACKSONVILLE

SAN FRANCISCO

SIMPLEX INSULATED WIRES AND CABLES

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CROSLEY SUPERHETERODYNE RADIO RECEIVERS are the Greatest of ALL Radio Values

**Pentode Output..Variable Mu
Full Size Dynamic Speaker
SUPERHETERODYNE**

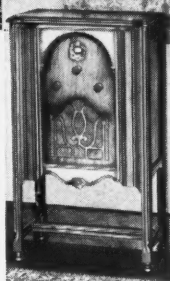
**The Crosley
LITLFELLA \$36³⁶**
Complete with Tubes



The Crosley LITLFELLA (above) is an entirely new and utterly different 5-tube Pentode output, variable Mu Superheterodyne using a full size Crosley full floating moving coil dynamic speaker. Sensationally low priced for such super-performance. The attractive cabinet of beautiful veneers is only 17 inches high.

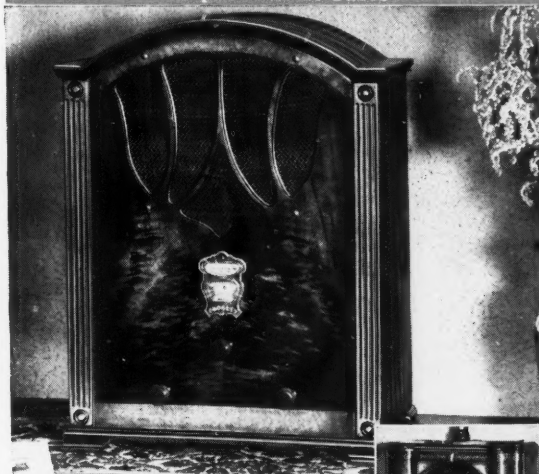
The Crosley LITLBOY

An exquisite lowboy console (right) housing the same chassis and dynamic speaker as The LITLFELLA. Front panel is of American black walnut. Posts and stretchers are walnut finish. Sides and top are 5-ply walnut veneer. **\$48⁵⁰**
Complete with Tubes



**New 10 Tube Push-Pull Pentode Output
Variable Mu..Dynamic Speaker
Automatic Volume Control
SUPERHETERODYNE**

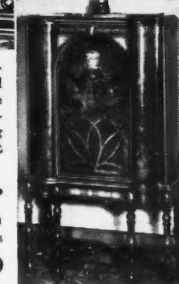
**The Crosley
TENSTRIKE \$69⁵⁰**
Complete with 10 Tubes



A compact table model receiver (above) incorporating the new Crosley 10-tube push-pull Pentode output, variable Mu Superheterodyne chassis with meter tuning, automatic volume control and auditorium size Crosley full floating moving coil dynamic speaker. The magnificent all wood cabinet is 20 1/4 inches high.

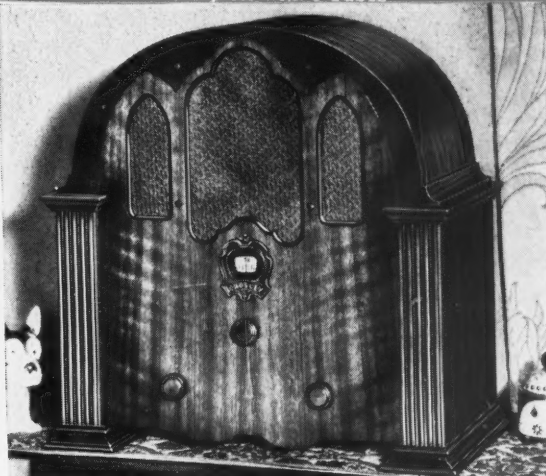
The Crosley Happy Hour

A magnificent 44-inch six-legged console (right) incorporating the same chassis and features as The TENSTRIKE and an auditorium size full dynamic speaker. **\$99⁵⁰**
Complete With 10 Tubes



**8 Tube Push-Pull Pentode Output
Variable Mu..Dynamic Speaker
SUPERHETERODYNE**

**The Crosley
PLAYBOY \$49⁷⁵**
Complete with 8 Tubes



An exquisitely designed all wood table or mantel model (above) 17 inches high, 17 1/4 inches wide, 10 1/4 inches deep. Front panel is of imported Oriental wood finished in two-tone effect. The solid side panels and arch top are of high-lighted walnut finish. Incorporates the new Crosley 8-tube push-pull Pentode output, variable Mu Superheterodyne chassis and latest Crosley full floating moving coil dynamic speaker. Embodies all the new Crosley features. Never before such superlative radio performance at so low a price.

The Crosley ANNOUNCER

One of the most beautiful door console models (right). Stands 42 inches high. Incorporates the new Crosley 8-tube push-pull Pentode, variable Mu Superheterodyne chassis plus the new type Crosley auditorium size full floating moving coil dynamic speaker. **\$85⁰⁰**
Complete With 8 Tubes

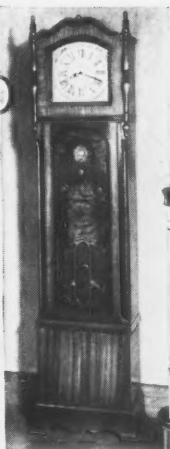
The Crosley CHEERIO

A magnificent cabinet of rare beauty, full 40 inches high, housing the new Crosley 8-tube push-pull Pentode, variable Mu Superheterodyne chassis and newest Crosley full floating moving coil dynamic speaker. All new Crosley features are incorporated. **\$65⁰⁰**
Complete With 8 Tubes



The Crosley MERRY MAKER

Another 40-inch console of unusually attractive design and sound construction housing the new Crosley 8-tube push-pull Pentode, variable Mu Superheterodyne chassis plus the new type Crosley auditorium size full floating moving coil dynamic speaker. **\$75⁰⁰**
Complete With 8 Tubes



The Crosley PLAYTIME

Here it is! A dream come true! A grandfather type A. C. electric hall clock incorporating the new Crosley 8-tube push-pull Pentode, variable Mu Superheterodyne radioreceiver and Crosley auditorium size, full floating moving coil dynamic speaker. The same A. C. house current connection operates both clock and **\$95⁰⁰** radio.

Complete With 8 Tubes



THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., President Home of "the Nation's Station"—WLW
CINCINNATI
(Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.)

YOU'RE THERE WITH A CROSLEY
CROSLEY RADIO

Suppose . . .



SUPPOSE you, as a refrigeration dealer, were on the other side of the desk—*buying instead of selling*. If, by comparing all the leading makes you found out—that Kelvinator was the *only* truly automatic electric refrigerator built—that Kelvinator *alone* had 4 different, constant temperatures in the one refrigerator, each automatically controlled, without supervision or dial setting—that, in addition, Kelvinator offered *other* equally outstanding and exclusive features—WHICH, of all these electric refrigerators, would YOU BUY?

Your choice would undoubtedly be Kelvinator—just the same as Kelvinator has been the choice of thousands of others who have compared, point

by point, the best electric refrigerators on the market to-day.

The electric refrigerator you would *buy*, as a prospect, is undoubtedly the electric refrigerator you should *sell* as a dealer.

Get over on the "other side of the desk" and make this test. And then, on that sound basis, let's get together and discuss the Kelvinator FULL PROFIT AGREEMENT.

KELVINATOR CORPORATION
14249 Plymouth Road, Detroit, Michigan
Kelvinator of Canada, Ltd., London, Ontario
Kelvinator Limited, London, England

Kelvinator⁽⁴⁰⁰⁾

Certain defects were observed in this volume when it was received by University Microfilms, Inc. Since we were unable to locate a perfect copy, this volume was filmed as received.

University Microfilms, Inc., Ann Arbor, Mich.